



A PR Campaign Plan by Caitlin King

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ABOUT BUN ON THE RUN - REXBURG

Bun on the Run - Rexburg is a steamed bun and bakery business that seeks to combine native Asian and western flavors. They provide convenient, affordable, and locally made food for college students.

In April 2022, Gideon Connor and Kennedy Turner came together with an idea to gain a profit out of their hobby of baking and bringing joy to others through food. In May 2022, Bun on the Run - Rexburg was launched.

Pictured Left: Co-founders, Kennedy and Gideon, holding steamed buns.
Pictured Right: The company logo.



OVERVIEW

Why Bun on the Run - Rexburg

I chose to help Bun on the Run because I am friends with the owners, Gideon and Kennedy, and I wanted to help their dream come to life.

What Did I Do?

I wanted to help Bun on the Run - Rexburg gain an audience and increase their sales.

I did this by:

* Creating their first website

The website provided a platform for their menu and customer sales.

* Throwing an event for them

The event allowed them to attract more customers and increase their sales.

SITUATION ANALYSIS

Strengths

Bun on the Run - Rexburg is unique as they provide authentic Asian cuisine, which results in few competitors. The company members are very passionate and dedicated in their work.

Weaknesses

Bun on the Run - Rexburg is a brand new starter company in Rexburg, Idaho. They are starting out with no consistent audience and low funds.

Opportunities

Bun on the Run - Rexburg is very unique and has many opportunities of growth. They can do partnerships with other established companies in Rexburg, Idaho, that will result in company growth.

Threats

Like many small businesses, Bun on the Run - Rexburg has a main threat of economy inflation. A rising cost in supplies is difficult to balance with affordable food pricing for the targeted college audience.

GOALS

- * Create awareness of Bun on the Run - Rexburg
- * Help Bun on the Run - Rexburg get sales and achieve a profit

OBJECTIVES

- * Build and maintain a website that will create a foundation of awareness by end of May 2022.
- * Create and manage an event that will increase awareness and increase sales by 50% by July 2022.

TARGET AUDIENCE

Bun on the Run - Rexburg targets busy, budget-conscious college students. However, they want many individuals to discover this hidden gem of Asian and Western food.

“I wanted to bring a new experience to people, something they never had before. And if I could bring the food to them, they might just like it.”

Gideon Connor

POSITIONING

Bun on the Run - Rexburg provides unique, delicious, and affordable food. They exceed expectations in matters of product quality and customer service.

KEY MESSAGES

The key messages of Bun on the Run - Rexburg are to:

1. We provide a unique experience in Asian cuisine. .
2. Everything we serve to you is done with love.
3. We are an affordable, reliable, and consistent dining choice in Rexburg, Idaho.

CHALLENGES

The main challenge I faced is that Bun on the Run - Rexburg is so new. I had to work really hard to market and get the word out about the event, website, and company.

COMMUNICATION VEHICLES

I used the company's Instagram, business card and word of mouth to market the website and event. Additionally, I used fliers and word of mouth to market the event.

TIME CHART

The Wordpress website served as Bun on the Run - Rexburg's website from May 13, 2022 to June 7, 2022.

The event preparation was from May 30, 2022 to June 23, 2022 with the event being held on June 24, 2022.

STRATEGIES

- * Generate business and awareness through the use of a website.
- * Increase familiarity with Bun on the Run - Rexburg through an event.

TACTICS

- * I will use Wordpress to create a website. There will be a home page, about page, FAQ page, menu page, and order page.
- * Create, manage, and run an event that will get sales and more customers.

RESEARCH METHODS

I helped to conduct and analyze an online survey on what steamed bun flavors our target audience would like to see in the future.

Additionally, I observed that a common trend of college students is video games, which led to the creation of the "Super Smash Buns" Event.

BUDGET

I used the free version of Wordpress for the first company website.

For the event, I was given a budget of \$100. Further details are provided below.

THE EVENT

Bun on the Run - Rexburg teamed up with Eastern Idaho Smash to bring about the "Super Smash Buns" Event. Attendees were able to play Nintendo's Super Smash Brothers, fun minute to win it mini-games, and purchase steamed buns and Korean corndogs.

Purpose:

To increase BOTR-R sales and awareness.

Vision Statement:

To provide a memorable experience full of food, fun, and friends.

Venue:

The Men's Clubhouse at the Ridge.

The clubhouse was free to reserve, had a kitchen where food could be prepared, and had plenty of space and outlets to set up gaming stations.

Budget:

Budget: \$100.00

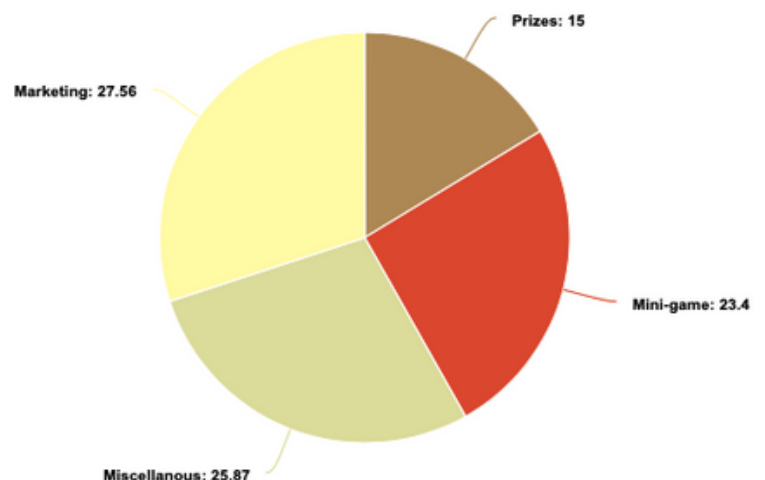
Actual Total: \$91.83

Prizes: \$15.00

Mini-game supplies: \$23.40

Marketing: \$27.56

Miscellaneous: \$25.87



Timeline:

Before the Event

- Week 1 (6/5-6/11):** Came up with the logistics of the event. Coordinated details with Eastern Idaho Smash. Established budget.
- Week 2 (6/12-6/18):** Created the marketing material and conducted mini-game research.
- Week 3 (6/19-6/25):** Distributed marketing material, prepared the mini-games, bought supplies and prizes, and had a big production day for BOTR-R.

Gantt chart

	Week 1 (6/5-6/11)	Week 2 (6/12-6/18)	Week 3 (6/19-6/24)
Book Venue			
Budget Review			
Finalize activities			
Logistics			
Marketing Creation			
Marketing Distribution			
Research Activities			
Research Venue			
Shopping for supplies			
Vision Statement			

Day of Event

- 5:30 pm** Decorate and set up the venue and mini-games. Start preparing food.
- 7:10 pm** Opening Remarks: explain Super Smash tournament, tickets and giveaway, mini-games and food offered.
- 8:15 pm** First giveaway (\$10 Nintendo e-store gift card)
- 8:30 pm** Second giveaway (\$5 Crumbl gift card)
- 8:45 pm** Third giveaway (3 free buns). M&M Winner announcement.
- 8:55 pm** Fourth giveaway (\$10 Nintendo 3-store gift card). Closing Remarks.
- 9:00 pm** Clean up and evaluate

Marketing:

The design of the flyer follows the BOTR-R colors and marketing scheme. It involves the Nintendo Super Smash prospective with the Mario and Yoshi character.

Flyers (approximately 150) were distributed to all apartments at the Ridge and were handed out to students on campus.

Evaluation:

Peak Attendance: 75
Gross Profit: \$300.00
Net Profit: \$215.00

The profit does not give enough data to adequately determine whether the event contributed to an overall 50% increase in sales.

However, the event week was the best week for company sales with approximately 40 orders.

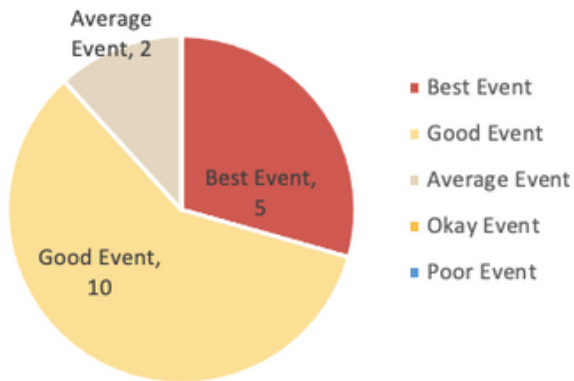
The event did increase overall awareness by 75%.

80% of the event attendees were introduced to BOTR-R and over 100 business cards were handed out to individuals.

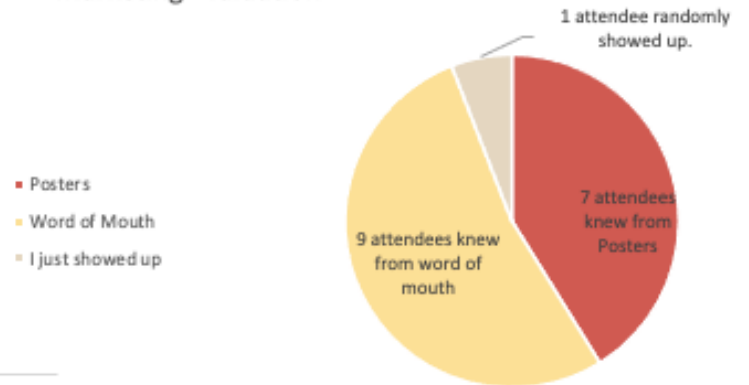


Attendees were asked to fill out an evaluation survey. From that survey, we collected how well the event marketing was, their favorite part of the event, and what food they would like to see from BOTR-R in the future.

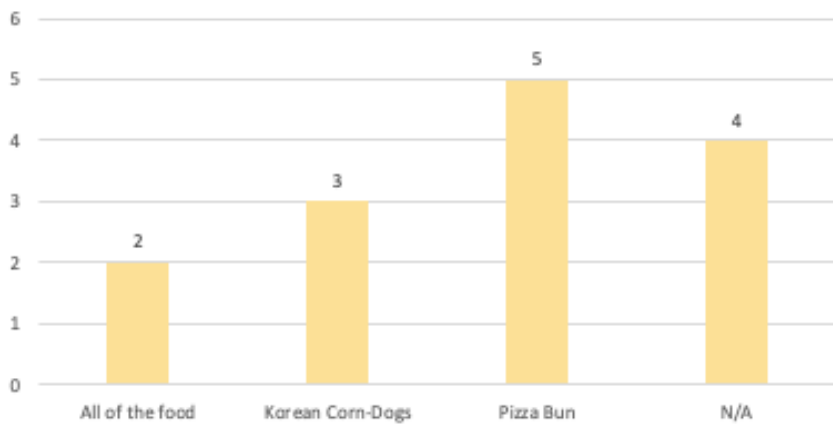
Event Rating



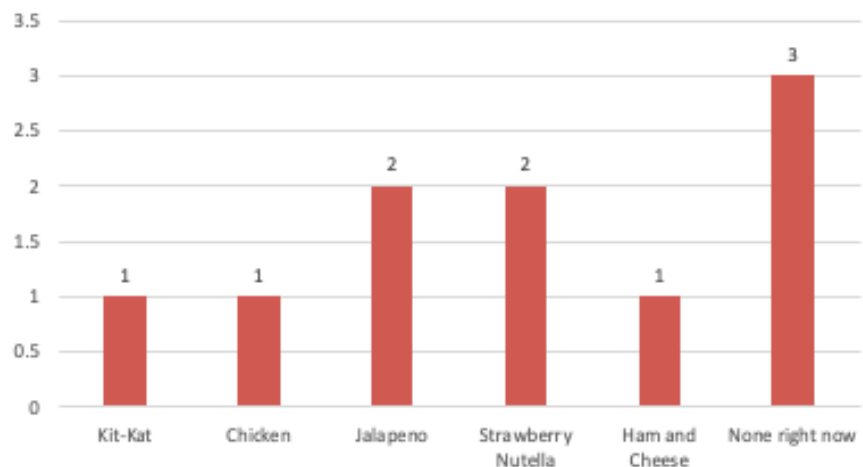
Marketing Evaluation



Favorite food at the event



Potential new bun flavors attendees want to see



THE WEBSITE

Using Wordpress, I created Bun on the Run - Rexburg's first website. It served as their website and main form of contact and services from April 30, 2022 to June 7, 2022.

Bun on the Run – Rexburg

[Menu](#) [Order](#) [FAQ](#) [About Us](#)

Bun on the Run – Rexburg!



Menu



Once you look at these tasty creations, you won't want anything else!

Order Now



What are you waiting for?

About Us



Who are we? What is our mission?

Questions? Check out our FAQ Page!

What People Say

Best steamed buns I've ever had!

Dallin K.

My favorite is the chicken pot pie bun! 10/10!

Matthew P.

They are addictive!

Kevin S.

Visitors: 408

Views: 1,224

Visitors gradually increased by the day. With the highest amount being 93 visitors on May 24.

Get In Touch

bunontherunrexburg@gmail.com



Gideon: 757-578-0173



Kennedy: 775-434-4655



CONCLUSION

From May 2022 to July 2022 I helped Bun on the Run - Rexburg to gain an audience and profit. I really enjoyed getting to help a starter company come to life by using the skills I have learned. I am excited to see the future success of Bun on the Run - Rexburg!

Objective:

Build and maintain a website that will create a foundation of awareness.

Create and manage an event that will increase awareness and increase sales by 50%.

Report:

- * Created a Wordpress website that served as the company website for a month.
 - * Received 408 visitors. The visitors gradually increased over time.
 - * Approximately 25 orders came from the website.
- * Received \$215 in net-profits.
There is not enough data to determine if the event increased sales by 50%.
- * Approximately 80% of event attendees were introduced to BOTR-R.

"Bun On The Run - Rexburg has progressed more than I originally hoped for. Seeing and hearing all the positive feedback and reviews has continued to inspire and motivate me to work hard to provide quality, affordable, and authentic food to the rexburg audience. Moving forward I hope to continue to expand our reach and provide more options to our customers."

Gideon Connor