

TARGET INSIGHT CASE STUDY | Bocado Restaurant

MARKETING BOCADO RESTAURANT—

Summer months can be quiet in high tech – not so in the restaurant and food service industry.

Delighting customers with a refreshingly unpretentious destination to enjoy fine Mediterranean-infused cuisine, Bocado joined an established list of restaurateurs on trendy Somerset Village in February 2006.

In May, when Ottawa residents began to venture out of their homes to enjoy the warmer weather, a road construction crew appeared outside of Bocado. Parking became next to impossible and foot traffic waned as pedestrians thought Somerset too muddy to battle. The manager saw business drop as construction continued throughout the summer months.

“A friend put me in touch with Irene,” said Margaret Neugebauer, Manager of Bocado. “He had worked with Irene, so put her name forth as an experienced marketing communications professional who would work with us to raise our profile in Ottawa.”

The components of Bocado’s advertising opportunities plan are confidential. Therefore, this Client Success Story will describe the approach taken to determine the strategic and tactical elements of the plan.

The approach

The fundamentals of marketing communications can be applied to any industry. I approached Bocado’s requirements using proven marketing communications processes.

Compiling and interpreting data

Similarities to how high tech companies talk about their products was not lost on me as I listened to the Bocado team passionately discuss their restaurant.

Employees intuitively understand the DNA of their brand even if it’s never been documented. I crafted the Bocado Brand Guidelines based on my discussion with the team, articles published by food critics, and critiques published online by patrons.

With the Brand Guidelines approved, we had the ingredients of the brand, the positioning, and the key messages to serve as our guide in all future activities. Next, I turned to the Advertising Opportunities tool and Re-launch Plan.

The vision for the Advertising Opportunities tool was a resource that Margaret could turn to any time there was a need to raise the profile of Bocado in the minds of her target customers. Determining those advertising opportunities was pure research based on the services Bocado offers (restaurant, catering, and private dining room for special events), the target audiences, and the media that resonates with these audiences.

Client

Bocado Restaurant is a refreshingly unpretentious destination to enjoy fine Mediterranean-infused cuisine cooked up by Le Cordon Bleu trained Chef Tomasz Gurzynski.

Project

- Develop Bocado Brand Guidelines
- Develop an Advertising Opportunities tool
- Develop a Re-launch Plan

Challenge

There was no confirmed date as to when Somerset Street West would re-open

On target, plus

- All deliverables were researched and comprehensively documented within a four-week period
- Delivered an organized binder of all advertising opportunities, complete with examples of media
- Offered recommendations on service elements that would be consistent with – and reinforce – Bocado’s brand position
- Offered suggestions to gather insight into customer satisfaction, as well as establish repeat clientele

The data was compiled, interpreted and then organized in an easy-to-use binder. Margaret can now scan each media to quickly pinpoint the service offering, target audience, pricing info, on brand or not on brand, and who to contact to make a media buy.

Additionally, a number of tactics were recommended as a year-round awareness strategy to Ottawa residents and visitors to our National Capital.

Exceeding expectations

All of the documents and plans met the approval of the Bocado team. Margaret best described her satisfaction when she announced, “We should have gone through this process when we first opened Bocado.”

A client success story

Turning to a trustworthy and experienced marketing communications professional when you start a new business – whether you’re in the high tech world or restaurant world – will give your brand a strong foundation from which to grow.

Next steps

Need help? Let’s get a conversation started.

E Irene.Crosby@targetinsight.ca
M 613.769.7054
W www.targetinsight.ca
T [@irenecrosby](https://www.instagram.com/irenecrosby)

About Irene Crosby

Irene Crosby, Founder and Principal of Target Insight, is an accomplished marketing communications consultant located in Ottawa, Ontario. Services include marketing communications strategy development; hands-on implementation of marketing communications activities; website planning and project management; and copywriting. Irene works with CEOs, VPs, and marketing managers to develop and executive communications plans that resonate with target audiences, engage customers, and drive business. Her 20 years of experience span high tech, life sciences, education, health care, insurance, financial services, and the public sector. Irene is adept at managing projects and keeping clients up-to-date every step of the way—no surprises. *You and your customers deserve insightful communications.*

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