



Marketing Services, Imagery & Creativity

What works well: Secondary school promotion

Our planned promotional campaign in secondary schools has seen an increase in sales from between 6 and 22%.

Planning and promotions

The key to its success was good planning and making sure the campaign was sustained. It was important that customers got used to knowing there would always be offers appealing to young people, keeping things fresh and dynamic.

Top tip: This was helped by choosing tried and tested promotions. The promotions needed to be on long enough to get attention but not too long that the posters become wallpaper. Elygra Marketing Services can help here.

Choosing a monthly offer along with seasonal promotions gave the campaign a double edge. Using concepts similar to high street offers makes the service seem more current and relevant to the target market.

experiencethetaste. Thursday's
Curry Club.
Every THURSDAY choose a curry, rice, naan bread and drink for only **£2.25**

Curry + Rice + Naan

+ a drink to the value of 70p

DON'T MISS OUT, JOIN THE CLUB

experiencethetaste.
buy one get one
Free.
Buy a jacket potato with one filling and get another filling FREE.

Get your second filling FREE

Everyone likes a freebie

Only **£1.30**

FOR A LIMITED TIME ONLY

Working with suppliers helps with the profitability, the bottom line. We find splitting the year into sections and getting a supplier to sponsor each segment helps source free stock and prizes allowing more funds for communications.

Staff buy in

Getting staff on board has been a prerequisite, enabling them to get involved in the planning ensured “buy in” from catering teams. The campaign is more successful when preceded by a training day. Explaining what is required of them and the part they play is vital. Getting your staff to challenge the norm and try new things as they can be too focused on what current customer like, we rarely question why another 50% plus don't use the service.

Communication is key

To get both users and non-users interested in the campaign is paramount.

Top tip: Identify high traffic areas in the dining room and around the school. Customers get used to seeing the offers outside the dining room, whilst they were queuing and again at the counter at point of purchase, they were reminded at every opportunity.



Completing a marketing audit provides an opportunity to see the service through the eyes of the customer. Look at your point of sale, menu information and take a walk of a customer before service time.

For more information contact the **School Food Plan** or **Elygra Marketing Services** who can help you get started.