

## Scope of Work: Hotlips Pizza



### Description

Hotlips Pizza is a Portland pizza company focused on delivering fresh and delicious pizza in a sustainable way. They offer a wide selection of pizzas that appeal to many different diets, such as gluten-free and vegan options, which are their specialties. The company is quickly growing and Hotlips Pizza is opening a new location in Eugene, Oregon. We want to spread the word of our new location's grand opening and introduce our pizzas to the Eugene community in order to bring in more foot traffic to the location. In addition, we would also like to bring awareness to the large community of college students that Eugene boasts through the University of Oregon, as we believe that this young audience will be very interested in the product we deliver and our sustainable practices.

### Goal:

- Increase foot traffic and bring in more business to the Hot Lips-Eugene location to increase the company's revenue.

### Objectives

- Increase Hot Lips Pizza's brand awareness in the city of Eugene and on the University of Oregon campus.
- Create awareness of the new location opening and what hot lips offers its customers.
- Promote our pizza and other products through sales tactics that drive consumers to buy.

### Outcomes

- Increase pizza sales by 10% through the increased foot traffic at the opening of the Eugene location of Hot Lips Pizza.
- Increase the amount of new clientele at Hot Lips Pizza by 5%.
- Increase the Hot Lips Pizza customer retention rate by 15%.

### Deliverables

*Deliverable 1:* Conduct market research in the city of Eugene.

- Focused on the pizza and beverage market in Eugene and includes various demographics of consumers.
- Shows comparisons between Hot Lips and other small-midsize restaurant businesses.
- Includes information on most productive and useful channels for marketing and advertising in the area.
- Presents a cohesive and overarching idea of who our target customer should be.

*Deliverable 2:* Create a campaign advertising plan to spread the word about the new Hot Lips Pizza location in Eugene.

- Create a campaign strategy that reflects our brand values and drives consumer growth.

- Write taglines, titles, scripts, product descriptions, slogans, emails, newsletters, social media captions, and blog posts that reflect the campaign strategy.
- Outlines different channels used to implement the campaign.

*Deliverable 3: Create print and visual media.*

- Design and create graphics, brand labels, videos, audio, images, packaging, and visual plans.
- Build social media and website traffic through the implementation of new designs and visuals.
- Stays on brand and cohesive with Hot Lips Pizza's general branding.

*Deliverable 4: Drive consumer attendance at Hot Lips Pizza-Eugene Grand Opening event.*

- Recommend and implement appropriate advertising plans for Hot Lips Pizza-Eugene Grand Opening event.
- Create promotions to interest the Eugene community.

*Deliverable 5: Create an advertising plan to spread awareness on the University of Oregon campus of the opening of the Hot Lips Pizza - Eugene location.*

- Create a campaign strategy catered toward University of Oregon students specifically.
- Uses media channels of delivering the campaign that are popular amongst this younger crowd.
- Uses copywriting that resonates with college students.

## **Timeline**

We want to launch this campaign at the end of this coming September to coincide with the grand opening of our new location on September 23rd and for it to last the first six months of our new location's opening. All deliverables should be finished and printed or ready to be implemented by their deadline. The deadlines for each deliverable are as follows:

*Market Research: June 10th*

*Campaign Plan for Hot Lips Pizza - Eugene (general): June 30th*

*Campaign Plan for Hot Lips Pizza - Eugene (University of Oregon campus): July 20th*

*Print and Visual Media: August 31st*

*Grand Opening Consumer Attendance Plan: September 7th*

## **Administration**

We will have meetings once a week with each group of producers, graphic designers, copywriters, and strategists to stay updated and continue to build upon and approve each deliverable leading up to the final deadline of September 7th. These meetings will happen over zoom and all material needs to be submitted by each deadline through email to our head of marketing. Our budget for the project is \$35,000.

**June 10th:** 20% of the whole payment owed to the agency will be paid.

**July 20th:** 50% of the whole payment owed to the agency will be paid.

**August 31st:** 15% of the whole payment owed to the agency will be paid.

**September 7th:** 15% of the whole payment owed to the agency will be paid.

## Sources

*Hotlips Pizza - mission + values*. HOTLIPS Pizza. (n.d.). Retrieved March 19, 2023, from <https://www.hotlipspizza.com/mission>

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*HOTLIPS catering*. HOTLIPS Catering. (n.d.). Retrieved March 19, 2023, from <https://www.hotlipscatering.com/>

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