

A  
Communication  
Campaign  
Brought to You by:



Seven C's  
Communication  
Firm



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# About Us



**Seven C's**  
Communication  
Firm

## Our Logo

“7 C’s” is based on the seven Cs of Communication: clear, correct, complete, concrete, concise, considered, and courteous. We felt this accurately portrayed how we would like the message of our campaign to be conveyed. The logo is based on the wordplay of “seven seas.”





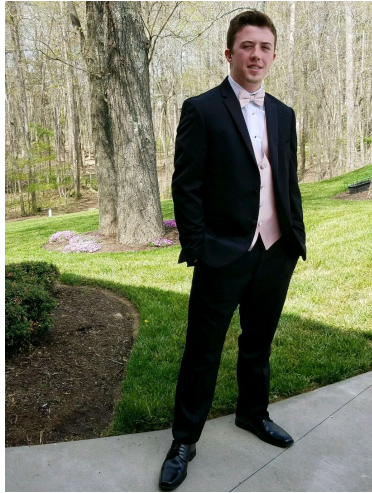
# 7 C's Mission

7 C's Communication is dedicated to living up to our name by bringing the 7 C's of communication to life in our work: clear, correct, complete, concrete, concise, considered, and courteous.

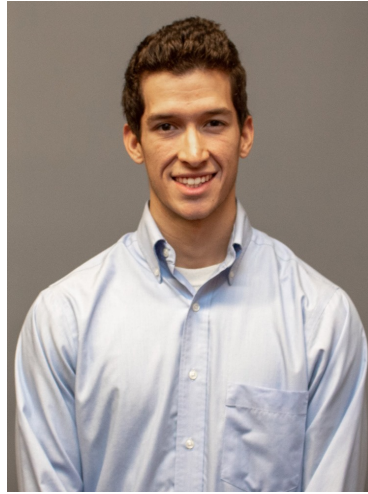
We aim to help our clients identify their communication goals and clear the way to success. In these difficult times, we recognize the importance of thorough communication between business and consumer, and strive to help our clients thrive in a turbulent era for communications.



# Our Team



Eddie Booth  
Account Manager



Duncan Sandoz  
Research Analyst



Mercedes Loescher  
Editor



Morgan Williams  
Graphic Designer



Emily Schira  
Outreach Coordinator



# Our Client



Tha' Dawg House is a local restaurant that opened in August 2020. They offer a wide variety of breakfast and lunch foods. It is located at 600 West Main Street in Radford, VA. This is the third location in the chain, with the other two being located in Pulaski and Wytheville. Mark Hale owns all three establishments. With the mission of providing "hometown food at a hometown price," Tha' Dawg House was created to nourish the New River Valley.



# Logo and Name Change



From Tha' Dawg House to The Dawg House, 7 C's has implemented a small rebranding for the name and logo of Tha' Dawg House.

We feel that it is best to keep the core of the name due to the strong brand association with the name Tha' Dawg House, but change Tha' to The for easier search engine optimization results.

The current logo for The Dawg House creates a misleading representation of what is available to order. The new logo will allow a more accurate representation of The Dawg House and create a clear and proper representation of the brand.





# Analysis



# Situational Analysis

Based on prior success at the Pulaski and Wytheville locations, The Dawg House owner, Mark Hale, decided to open a location in Radford, VA. The Dawg House is a breakfast and lunch restaurant located on West Main Street that offers homemade food ranging from biscuits to BLTs to hotdogs and burgers.

They offer home-away-from-home service for those working who want “hometown food at a hometown price.” One of the unique aspects is that despite the lack of a social media presence, The Dawg House has established strong word of mouth communication through their loyal customer-base from the Pulaski and Wytheville locations. In addition to their brick-and-mortar location, The Dawg House offers a drive-thru for customers to provide fast and convenient service.

Even during a global pandemic, The Dawg House has been able to launch its third location in August successfully. Despite their current success, they need assistance in establishing a customer-base with Radford University students and a digital presence with the middle class working Americans as well as engaging with the community. We want to aid in ensuring that The Dawg House is consistently following COVID-19 policies. 7 C's intends to take where The Dawg House is currently and assist in elevating them to their highest potential. We want to help The Dawg House establish its brand by continually providing a high-quality experience and giving back to the community through our initiative #dineforthedawgs.



# SWOT ANALYSIS

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## Strengths

- **Location** - located right off West Main Street in Radford, the sign is large and visible from the road
- **Drive-thru** - drive-thru offers a dining option for consumers on the go and those affected by COVID-19 guidelines
- **Offers breakfast and lunch** - both menus have a wide variety of options, with biscuits being their most popular item
- **Word of mouth communication** - despite a lack of social media or online presence, the use of strong word of mouth communication has allowed them to expand to three locations
- **Good food for a reasonable price** - prices for the amount and size of the food is outstanding
- **Comfort food** - one of the few places in the area that you can get good, home-cooked food at the service speed of fast food





# SWOT ANALYSIS

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## Weaknesses

- **No online presence** - lack of a central website or social media, phone number difficult to locate
- **COVID-19 VDH policies** - cooks are not following mask guidelines, no social distancing markers indoors for the lines or tables
- **Limited hours of service** - open Monday-Saturday from 5:00 am to 3:00 pm
- **Negative perception** - the owner is known for being rude and unwilling to communicate to concerned patrons
- **Menu errors** - spelling errors, not updated to reflect specials
- **No communication strategies** - no real use of marketing or advertising, and relies solely on word of mouth communication





# SWOT ANALYSIS

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## Opportunities

- **Delivery service** - services such as DoorDash and UberEATS have increased their service areas by over 200% since 2019
- **Dessert** - adding milkshakes to play off the diner feel of the restaurant
- **Community events** - show dedication to the community and our hometown values through fundraising and event sponsorship
- **One Card** - capitalize on the Radford University students by accepting the One Card during the school year
- **Punch card** - reward regular customers by implementing a punch card reward system
- **Establish an online presence** - no social media or website allows a new image to be built online from the ground up



# SWOT ANALYSIS

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## Threats

- **COVID-19** - effect of COVID-19 on consumers eating habits, implementation of VDH guidelines, and the threat of a collapsing food supply chain
- **Competitors** - other fast-food style restaurants in the area that serve home-cooked or comfort food (Hank's Drive-In, R&R Chicken)
- **New location** - establishing a new location in a new area during times of economic turbulence
- **Limited communication** - lack of established ways to communicate with the community regarding questions and concerns





# Competition



# R & R Market and Snack Bar



R & R Market and Snack Bar is a convenience store famous in Radford, Va, for their home-cooked chicken. It is located at 1611 Wadsworth St., Radford, VA 24141. R & R Market and Snack Bar is a strong competitor to The Dawg House because it offers some of the same menu items that are home-cooked and within close proximity.

Facebook:

966 people like

971 people follow

155 check-ins

32 reviews, 4.7/5 rating

Instagram: No Instagram account

Twitter:

76 following

27 followers

10 Tweets

Yelp:

17 reviews, 4.5/5 rating

Google Reviews:

18 reviews, 4/5 rating

Main website: No main website

Menu Pricing:

Cheeseburger: 3.69

Hotdog: 1.69

Chicken Sandwich: 3.29



Hours of Operation:

Monday-Saturday 10 A.M. - 7 P.M.

Sunday 10 A.M. - 6 P.M.



# Hank's Drive-In



Hank's Drive-In is a drive up and dine in your car restaurant that is famous for their homemade burgers. It is located on 7431 Lee Hwy, Fairlawn, VA 24141. Hank's Drive-In is considered a strong competitor by having a very similar menu to The Dawg House by serving breakfast, lunch, and dinner.

Facebook:

5,145 people like

5,245 people follow

648 check-ins

456 reviews, 4.9/5 rating

Instagram: No Instagram account

Twitter: No Twitter account

Yelp:

22 reviews, 4.5/5 rating

Google Reviews:

371 reviews, 4.6/5 rating

Main website: No main website

Menu Pricing:

Bacon, 2 eggs, & toast: 4.95

Cheeseburger: 3.95

BLT: 3.75

Hours of Operation:

Monday-Saturday 9 A.M.- 7 P.M.

Breakfast		
Bacon, 2 Eggs & Toast	.....	\$4.95
Sausage, 2 Eggs & Toast	.....	\$4.95
Country Ham, 2 Eggs & Toast	.....	\$5.95
Tenderloin, 2 Eggs & Toast	.....	\$5.95
Bologna, 2 Eggs & Toast	.....	\$4.50
Dinners		
HBSteak	.....	\$7.95
Shrimp	.....	\$8.50
Ribeye Steak	.....	\$8.95
Chicken Strips	.....	\$5.95
Served with French Fries, Slaw and Rolls		
Ask for Daily Specials		
Add On		
Cheese	.....	\$.50
Bacon	.....	\$1.00
Mushrooms	.....	\$.75
Peppers	.....	\$.30
Slaw	.....	\$.50
Egg	.....	\$.75

Sandwiches		
Big Burger Combo with Fry, Drink	.....	\$7.95
Big Burger	.....	\$4.95
Big Burger with cheese	.....	\$5.50
Double Big Burger	.....	\$7.50
Hamburger	.....	\$3.50
Cheeseburger	.....	\$3.95
Double Decker	.....	\$5.95
Ribeye Steak Sandwich	.....	\$5.95
Chicken	.....	\$4.25
Fish	.....	\$4.25
BBQ	.....	\$4.25
Big BBQ	.....	\$5.50
Chuckwagon	.....	\$4.25
Hot Dog	.....	\$1.95
Foot Long Hot Dog	.....	\$3.50
Grilled Cheese	.....	\$3.25
BLT	.....	\$3.75
Sausage or Bacon	.....	\$3.75
Baked Ham	.....	\$3.75
Country Ham	.....	\$4.50
Fried Bologna	.....	\$3.75
Tenderloin	.....	\$4.50
Mini Hank's Burger	.....	\$2.50



# Content Analysis

Facebook: No Facebook account

Instagram: No Instagram account

Twitter: No Twitter account

Main website: No main website

Google Reviews:  
4.8/5 rating

Hours of Operation:  
Monday-Saturday 5 A.M.- 3 P.M.

12 reviews



## News Coverage:

- “Everything’s going to be the same: quality food, reasonable prices,” Owner Mark Hale said. “That’s our motto.”
- Published May 2, 2020, by The Roanoke Times
- Link to article:  
[https://roanoke.com/business/business-intel-hot-dog-restaurant-adds-radford-location/article\\_f3d31c50-3e9d-5e3f-b87a-9b47eefe866f.html](https://roanoke.com/business/business-intel-hot-dog-restaurant-adds-radford-location/article_f3d31c50-3e9d-5e3f-b87a-9b47eefe866f.html)





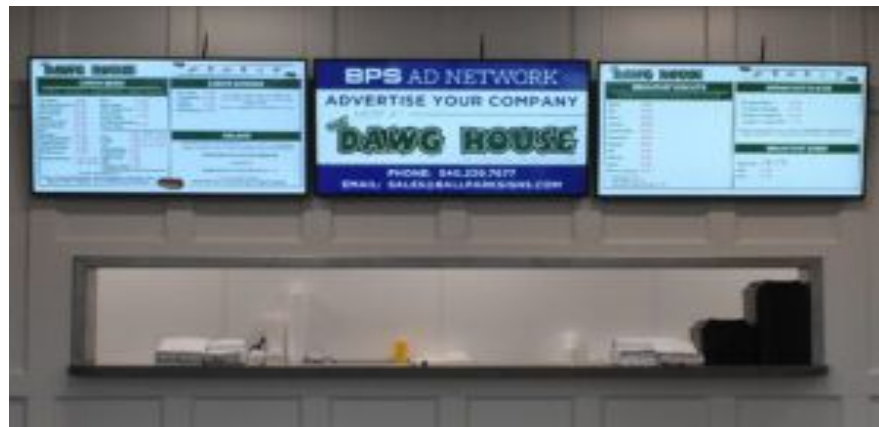
# The Dawg House Menu and Hours of Operation



The Dawg House will keep their current hours of operations, Monday-Saturday 5 A.M. to 3 P.M.

There will be some events held throughout the year that will have test how successful hosting evening hours is. However, there is no permanent change to the hours right now.

# Radford Location





# Wytheville Location



# Pulaski Location





# Food Examples from The Dawg House

Chicken Biscuit  
with Hash Browns



Chili Dawg with  
Onion Rings



Bacon Cheeseburger  
with French Fries





# Research



# Preliminary

- Their current communication strategy relies entirely on word-of-mouth.
  - No main website for any of the locations
  - No social media in use
  - No form of public relations, advertising, or marketing is currently in use
- The logo and menu board design are outdated and in need of a redesign.
- Negative Google reviews in regards to current COVID-19 policies
  - i.e., employees were not wearing masks/ improperly wearing them
- Positive Google reviews in regards to the taste of food and friendly service.
  - i.e., the Radford location has received a rating of 4.8 out of 5 stars already
- We have established that the competition will be other brick and mortar businesses such as Hank's Drive-In and R & R Chicken. Hank's Drive-In seems to be our largest competition out of these businesses. Along with having competitive prices, it also shares a common atmosphere.



# Secondary

- People prefer to spend their money on experiences rather than possessions.
  - 52% of consumers overall, 78% of millennials
- More consumers are using delivery services, such as UberEATS or Doordash.
  - UberEATS experienced a 230% rise in orders since 2019
- Radford demographics differ from the demographics of Pulaski (Town) and Wytheville (Town), with a greater total population and younger residents.\*
  - Total pop: 18,249
  - Ages 18-64: 77.9%
  - Ages 65+: 8.5%
- Opportunity to capitalize on the college crowd
- Employees working in customer-facing areas. (indoors or outdoors) must wear a face covering over their nose and mouth at all times.
- Employees must perform thorough cleaning and disinfection of frequently contacted surface areas every 60 minutes during operation.
- All parties must be separated by at least six feet, including in the bar area (where applicable).

\*This census data includes Radford University students



# Primary Target Audience

We found that our primary target audience for The Dawg House are individuals in the Radford community and surrounding areas. Our research has shown that our specific target audience consists of individuals that are 35+, working-class, or retired. This is consistent with the target audiences at the other two locations in Pulaski and Wytheville. A pattern in our intercept interviews has revealed that this age demographic is willing to drive further and spend the money to get a home-cooked meal. Based on our field observations, on average, 30% of the customers were blue-collared workers.



# Secondary Target Audience

Our research has revealed a potential secondary target audience with college students, ages 18 - 24, that attend Radford University. We believe that this age demographic would be an accurate secondary target audience because they live in the area for nine months out of the year. Our research found that this demographic knew little about what The Dawg House is due to the lack of a digital presence. We believe that with the incorporation of community engagement and social media presence, The Dawg House can expand its brand with Radford's community.





# Primary Field Observations

Our entire team conducted field observations individually at various times and days throughout the week. Each group member visited three separate times to further our research findings.

Before entering The Dawg House, we observed that the building's exterior was brand new, and there was a large parking lot. The drive-thru wraps from the side of the building to the back.

The outside of the building is a brown brick, which blends in among the other buildings nearby. The street sign is large and visible from the road. However, the name on the building is small and hard to read. There was minimal outdoor seating available.

When entering The Dawg House, the layout is a large rectangle. There are wooden booths available for seating. Right when you walk in, you see the register and the menu in an electronic format.

There were minimal COVID signs initially. However, after several visits, signs appeared on the door requiring masks and marking off every other booth for social distancing.

Every team member has ordered and eaten food from The Dawg House. The service was quick, but not each team member received friendly service. In our opinion, the food was delicious and offered hometown food at a hometown price.

At each visit, we were able to observe and record our experience. There was a minimum of three work trucks in the parking lot at all times. The average age present was 35 and older, with each team member being the youngest. The overall environment was casual and gave a grab-and-go feel.



# Primary

## Intercept Interviews

**Rob, 36, Male - The Dawg House**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** I live in Christiansburg.

**Have you ever heard of The Dawg House?** Yes, I have, and I know about the Radford location. I go there regularly and heard about it from the location in Pulaski.

**What are some areas that you think need improvement? Why?** I would like it even more if they had breakfast all day, and I think that their burgers could be better.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** It is essential. I think that the atmosphere is very friendly, and the owner is nice. I have gone eight times since they opened at this location.

**Is a wide variety of food options something that matters to you?** I would rather have a small menu and cook the food that is on the menu exceptionally well.

**Do you prefer eating breakfast or lunch out at restaurants?** I like to eat breakfast for lunch, so I guess breakfast. I would go for breakfast and lunch if they had breakfast all day.

**Do you use social media?** No, I don't use social media.

**Has COVID affected how often or where you decide to eat out?** No doesn't affect how I eat out at all.



**Eddy, 71, Male - The Dawg House**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** I live in Pulaski.

**Have you ever heard of The Dawg House?** Yes, I think that it is pretty good. I found out about it because I knew from the one in Pulaski.

**What are some areas that you think need improvement?**  
**Why?** I don't think any of the areas need improvement. I am 100% satisfied.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** I think that all those things are crucial—friendly staff, music, and cleanliness.

**Is a wide variety of food options something that matters to you?** Yes, and it needs to be a good variety.

**Do you prefer eating breakfast or lunch out at restaurants?**  
I prefer eating lunch out at restaurants.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Yes, I have Facebook, and I use Facebook to look at restaurants and Google.

**Has COVID affected how often or where you decide to eat out?** Yes, it does. (He did not say how because he was in a hurry to get to lunch, but his family and himself were dining in at the restaurant.



**Christi, 47, Female - The Dawg House**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** I live in Pulaski.

**Have you ever heard of The Dawg House?** Yes, but I can't say how good or bad it is really. I have only been one time before this day. I heard about it from the other location in Pulaski.

**What are some areas that you think need improvement? Why?** I don't think anything needs approved. It looked good the one time I went there.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** I think that all those things are very important.

**Is a wide variety of food options something that matters to you?** Yes, a wide variety is important to me.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer eating lunch out at restaurants.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Yes, I have Facebook and Instagram. I think Facebook is a good one for restaurants to be on.

**Has COVID affected how often or where you decide to eat out?** It affects how often I eat out, but not where really.



**Sam, 76, Male - Walmart**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** I live in Radford.

**Have you ever heard of The Dawg House?** Yes, I have. I have never been because it was under construction when I first learned of it. I have heard that it has good clientele and nice hours.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** I don't want loud music because it ruins the conversation. The food needs to be good, and the staff needs to be courteous.

**Is a wide variety of food options something that matters to you?** A wide variety is good, but too much variety is bad. It makes it harder to choose if there are too many options.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer eating lunch out at restaurants.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Yes, I have Facebook. I think Facebook is a good one for restaurants to be on.

**Has COVID affected how often or where you decide to eat out?** It has affected him a lot. It is the primary reason why he doesn't go out. He does pick up from restaurants like Sharkey's.



**Teresa, 55, Female - Walmart**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** I live in Pulaski.

**Have you ever heard of The Dawg House?** Yes, I have heard of it through word of mouth.

**(If they have eaten at The Dawg House before) What are some areas that you think need improvement? Why?** No, I have never eaten there because I don't eat meat.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** I think friendliness and cleanliness are super important. I have left restaurants in the past because of the dirtiness.

**Is a wide variety of food options something that matters to you?** A wide variety is good, and I wish more places offered more vegetables.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer eating lunch out at restaurants.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Yes, I have Facebook and Instagram. I think Facebook is a good one for restaurants to be on, but I mostly use Facebook for social purposes.

**Has COVID affected how often or where you decide to eat out?** I don't eat out because my doctor told me not to, and I have diabetes.



**Anna, 50-70, Female - Walmart**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, in Pulaski.

**Have you ever heard of The Dawg House?** Yes, I have. I love it, and it has great food.

**What are some areas that you think need improvement?**  
**Why?** I think they need to extend their hours.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** It is very important to me. They are already doing it. All of them are super friendly, and it has great service.

**Is a wide variety of food options something that matters to you?** Yes, it is.

**Do you prefer eating breakfast or lunch out at restaurants?**  
Breakfast.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Facebook and I use Facebook to check out restaurants as well as Google.

**Has COVID affected how often or where you decide to eat out?** No, it does not affect how often or where I eat out.



**Courtney, 21, Female - Walmart**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, I live in Radford.

**Have you ever heard of The Dawg House?** No, I have not.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** It is very important. The staff needs to be friendly, and the restaurant needs to be clean.

**Is a wide variety of food options something that matters to you?** Yes, a wide variety is very important to me.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer breakfast.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Yes, I use Twitter, Instagram, and Google Reviews.

**Has COVID affected how often or where you decide to eat out?** Yes, it has. I usually only use delivery now.





**Janet, 63, Female - Walmart**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** I live in Dublin.

**Have you ever heard of The Dawg House?** Yes. I saw it driving by, and I've heard about it through word of mouth.

**(If they have eaten at The Dawg House before) What are some areas that you think need improvement? Why?** I have never eaten there before.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** Cleanliness and friendliness are the most important to me.

**Is a wide variety of food options something that matters to you?** No, I prefer a small variety of food options. I want the restaurant to be good at those few items.

**Do you prefer eating breakfast or lunch out at restaurants?**  
Lunch.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Facebook and Google.

**Has COVID affected how often or where you decide to eat out?**  
Yes, it has. I use pick-up now for eating out and groceries.



## **Chris, 21, Male - The Bonnie**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, I live in Radford.

**Have you ever heard of The Dawg House?** Yes, but I have no idea what they serve.

**Based on hearing the name The Dawg House and knowing that it is a restaurant, what do you think they serve?** Burgers, hotdogs, and BBQ.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** Very important. I want great customer service, a welcoming atmosphere, music playing, and good food.

**Is a wide variety of food options something that matters to you?** I would prefer a wide variety of foods.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer breakfast. I look for places that offer pancakes, bacon, eggs, biscuits and gravy, breakfast sandwiches. I basically want a home-cooked meal.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** I use Instagram, Snapchat, and Facebook. I think it is important for restaurants to be on Instagram, where they can easily post pictures of their food.

**Has COVID affected how often or where you decide to eat out?** Yes, it has changed how I eat out. I try to go to places with limited people, where masks are being worn, and there are other options besides dining in.



**Tanner, 19, Male - The Bonnie**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, Radford.

**Have you ever heard of The Dawg House?** No.

**Based on hearing the name The Dawg House and knowing that it is a restaurant, what do you think they serve?** Wings, burgers, American food.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** It is really important to me. I want to eat somewhere with a good appearance, where I will be treated well, and have an overall good experience.

**Is a wide variety of food options something that matters to you?** Not really. As long as the food is good, it doesn't matter how many options there are.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer lunch.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Instagram, Facebook. I think restaurants should be on Twitter.

**Has COVID affected how often or where you decide to eat out?**

Yes, I used delivery services more than ever before.



**Emma, 21, Female - Dalton**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, I live in Radford.

**Have you ever heard of The Dawg House?** Yes

**(If they have eaten at The Dawg House before) What are some areas that you think need improvement? Why?** Have the food come out on plates instead of wax paper; this makes it easier to eat.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** Not that important, the leading factor is cost.

**Is a wide variety of food options something that matters to you?** I prefer for there to be a lot of different options for me to choose from.

**Do you prefer eating breakfast or lunch out at restaurants?** Lunch.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Instagram, Facebook, Snapchat, Twitter. Facebook.

**Has COVID affected how often or where you decide to eat out?** No, COVID has not changed my eating habits.



**Najee, 19, Male - The Bonnie**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, I live on campus in Radford.

**Have you ever heard of The Dawg House?** No.

**Based on hearing the name Tha' Dawg House and knowing that it is a restaurant, what do you think they serve?** It sounds like a sports bar.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** I don't care about the staff as long as it's clean and has a positive atmosphere.

**Is a wide variety of food options something that matters to you?** Not really; as long as they have basics like chicken or burgers, I am happy.

**Do you prefer eating breakfast or lunch out at restaurants?** Lunch.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Twitter, Instagram both are good.

**Has COVID affected how often or where you decide to eat out?** Yes, but not too drastically. I would say I use drive-thrus more often now.



**Kayla, 18, Female - Dalton**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, Radford.

**Have you ever heard of The Dawg House?** No.

**Based on hearing the name The Dawg House and knowing that it is a restaurant, what do you think they serve?** A hotdog stand.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** I would say it is pretty important that the staff welcomes you.

**Is a wide variety of food options something that matters to you?** It is helpful but does not make or break a restaurant.

**Do you prefer eating breakfast or lunch out at restaurants?** Lunch.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** I use Facebook, Instagram, and Twitter. I think I see most restaurants on Facebook.

**Has COVID affected how often or where you decide to eat out?** I do not eat out as often anymore.



**Drew, 21, Male - Dalton**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Yes, I live in Radford.

**Have you ever heard of The Dawg House?** No.

**Based on hearing the name Tha' Dawg House and knowing that it is a restaurant, what do you think they serve?** It sounds like a hot dog restaurant.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?** I want there to be a friendly staff, clean appearance, and the music isn't too loud where I cannot carry a conversation.

**Is a wide variety of food options something that matters to you?** It does not matter too much, but the price matters a lot to me.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer lunch.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Twitter, Instagram. Instagram.

**Has COVID affected how often or where you decide to eat out?** I use a delivery service or drive-thru more now.



**Leah, 23, Female - Dalton**

**Do you live in Radford, Pulaski, or Wytheville? Or in the surrounding area?** Radford.

**Have you ever heard of The Dawg House?** Yes, I have.  
Good, friendly, answered any questions, willing to give extras.  
Heard about it when they put up a sign for a new local business.

**(If they have eaten at The Dawg House before) What are some areas that you think need improvement? Why?** More options on the menu, more for lunch.

**How important is the atmosphere to you (i.e., friendly staff, music, cleanliness) when deciding where to eat?**  
Clean, friendly, cost.

**Is a wide variety of food options something that matters to you?** Yes.

**Do you prefer eating breakfast or lunch out at restaurants?** I prefer eating lunch out at restaurants.

**Do you use social media? If yes, what platforms? If yes, what social media platforms do you find most useful for restaurants to be on?** Yes, I use them all, and Facebook is good for restaurants.

**Has COVID affected how often or where you decide to eat out?** Yes, outside seating, not out as often. I use takeout more.







# **Our Campaign**

**January 1, 2021**

**-**

**December 31,  
2021**



# #DINEFORTHEDAWGS

As a new business in Radford, The Dawg House wanted to find a cause related to their business and give back to the community. Beginning January 1st, 2021, The Dawg House will roll out their new campaign, Dine for the Dawgs.

Dine for the Dawgs is a campaign that will create a partnership between The Dawg House and the Radford Animal Shelter. Each month, The Dawg House will host an event within their business (i.e., a hot cocoa and coffee bar, back-to-school night) where 15% of the total profit raised during each event will be put aside as a donation for the Radford Animal Shelter. This will lead up to our Dine for the Dawgs event hosted at the Radford Animal Shelter on June 26th.

The week of June 21st-June 26th will be focused on promoting awareness and increasing adoption rates for the Radford Animal Shelter through social media and events.

On June 26th, Radford's community is invited to attend the first annual Dine for the Dawgs event. Attendees will be able to enjoy food from The Dawg House, decorate a face mask, decorate a dog bandana, an adoption table, a play area for pets to interact, a firetruck, and live music. The Dawg House will present the Radford Animal Shelter with their first check from the proceeds raised.





# **Goals, Objectives, Strategies, and Tactics**



# Goal #1: To establish an online presence.

## Objective 1:

To gain 100 followers on Instagram by December 31, 2021.

## Tactics:

Create an Instagram account for the business, and post a minimum of 3x a week with the location indicated by #dawghouseradford.

Feature a different regular customer every week by sharing a photo of them at the restaurant (with their permission) with the hashtag #dearestdawgs. These customers will also receive a coupon for 20% off their next order.

Feature any specials by posting photos of the plated meal with the details about the special in the caption.

Follow and tag us in a photo with you at The Dawg House with #dineforthedawgs, and you'll be entered into a giveaway that will be conducted after every 50 followers via Instagram Live.



# **Goal #1: To establish an online presence.**

## **Objective 2:**

To gain 200 likes on Facebook by December 31, 2021.

## **Tactics:**

Create a Facebook account for the business and post a minimum of 3x a week focusing on specials.

Host a t-shirt and gift card giveaway on Facebook, where customers who like and share the contest post will be entered into a pool of contestants, and the winner will be randomly selected via Facebook Live.

Feature a different regular customer every week by sharing a photo of them at the restaurant (with their permission) with the hashtag #dearestdawgs. These customers will also receive a coupon for 20% off their next order.

Go on Facebook Live for each event we host to showcase and captivate the attention of our audience.



# **Goal #1: To establish an online presence.**

## **Objective 3:**

To gain 50 followers on Twitter by December 31, 2021.

## **Tactics:**

Create a Twitter account for the business and tweet a minimum of 3x a week about specials, events, and promotions.

Use polls to determine what should be that week's special to engage with followers.

Be one of the first 50 followers and you get to spin the prize wheel (Free t-shirt, drink, hotdog, etc.)





# **Goal #1: To establish an online presence.**

## **Objective 4:**

To receive 50 individual media views on The Dawg House website by December 31, 2021.

## **Tactics:**

Establish a central website for The Dawg House for the Radford location.

Offer delivery thru UberEats, Doordash, and GrubHub.

Have a section for customer reviews to be seen on the website.

Update the menu to include desserts such as milkshakes and pup cups for dogs.

Accept One Card as form of payment.



# **Goal #2: To improve the quality of employee training.**

## **Objective 1:**

To require 100% of employees to attend mandatory training in customer service for every year of employment starting January 31, 2021.

## **Tactics:**

Implement individual training modules to be completed by each employee by the specified date that focuses on customer service, diversity sensitivity, and how to handle disruptive situations in the workplace.

Implement regular store meetings every six months to collaborate and educate employees about appropriate community engagement for the relevant season.



# **Goal #2: To improve the quality of employee training.**

## **Objective 2:**

To educate 100% of employees on the required restaurant policies of COVID-19 in the state of Virginia by January 31, 2021.

## **Tactics:**

Implement individual training modules to be completed by each employee by the specified date that focuses on COVID-19 regulations for restaurants set by the Virginia Department of Health (proper handwashing, sanitation, and mask-wearing directions).

Train them on the CDC restaurant guidelines that can be demonstrated through marking six-foot lengths in lines for the front register and the restroom and blocking off tables to achieve proper social distancing between seated parties.



# **Goal #3: To improve community engagement.**

## **Objective 1:**

To host twelve different community engagement events, either in person or via social media, by December 31, 2021.

## **Tactics:**

Hot cocoa and coffee bar (January).

Heart-shaped biscuits (February).

Get Your Green On (March).

Clean the animal shelter. (April)

“Find the Paw Print” scavenger hunt on Instagram (May)

Charity event for the Radford Animal Shelter  
“Dine for the Dawgs” (June)



# **Goal #3: To improve community engagement.**

## **Tactics (cont.):**

Hot dog eating contest (July).

Back to school night (August).

Tailgate for football players, cheerleaders,  
and band (September).

Trunk-or-Treat (October).

Make a blanket for the animal shelter  
(November).

Ugly sweater Christmas party/contest  
(December).



# **Goal #3: To improve community engagement.**

## **Objective 2:**

To implement eight customer appreciation discounts in person by December 31, 2021.

## **Tactics:**

Senior Day (Every Monday)

College Student Day (Every Thursday)

Punch card

Bingo Night for Senior Citizens (1st Monday of every month unless specified)

National Biscuit Day (May 14th)

National Burger Day (May 28th)

National Hot Dog Day (Third Wednesday of July)

First Responders Day (Two Saturdays a month, and every Saturday during September)







# Calendar



# Sneak Peek at our Website






The Home Page

The Menu Page

Breakfast Menu | Lunch Menu | Dessert Menu

---

Drinks

	<b>Soda</b> Dr. Pepper, Pepsi, Mountain Dew, Diet Pepsi, Diet Dr. Pepper, and Sierra Mist		<b>Coffee</b>
Small .....	\$1.59	Small .....	\$0.99
Medium .....	\$1.79	Medium .....	\$1.39
Large .....	\$1.99	Large .....	\$1.59
	<b>Tea</b>		<b>Bottled Water</b> .....
Small .....	\$1.59		\$2.19
Medium .....	\$1.79		
Large .....	\$1.99		

Upcoming Events



January 22nd, 2021  
10am - 2pm  
Masks and social distancing required  
600 W Main St., Radford VA 24141



COME CELEBRATE VALENTINE'S DAY BY ENJOYING OUR...  
**HEART-SHAPED BISCUITS!**  
5 AM - 3 PM, FEBRUARY 13  
@ THE DAWG HOUSE  
15% OF ALL PROCEEDS GO TOWARDS #DINEFORTHEDAWGS  
February Event Flyer



**#DINEFORTHEDAWGS**  
In partnership with the Radford Animal Shelter

• Adoption table	• Mask decorating
• Bandana making	• Dog park pen
• Live music	

**June 26, 2021**  
12pm - 4pm  
All ages welcome.  
Masks and physical distancing required.  
600 W. Main St.  
Radford, VA 24141

The Event Page

The Feedback Page

GIVE US YOUR FEEDBACK

What Did You Think?

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Email \_\_\_\_\_

How can we improve? \_\_\_\_\_

Send



# Year Long Promotional Material



# Year Long Promotional Material



Stickers will be available for sale at the restaurant as well as used for a number of different events.



# Billboard Advertisement



Located on the side of the bridge connecting  
Radford and Pulaski



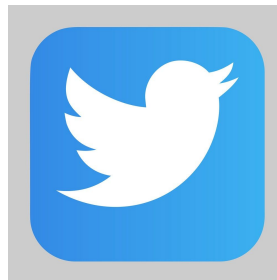
# Calendar Key

## (Jan 1, 2021 - Dec 31, 2021)

Events - Dark Blue

National Holidays - Dark Orange

Discount Days - Dark Red



Twitter social media posting



Instagram social media posting



Facebook social media posting





# Recurring Monthly Events

**Senior Bingo:** On the first Monday of the month, The Dawg House will host a senior's bingo at 9 AM. This event will create a community among our target audience.

**Senior Discount Day:** Every Monday, seniors age 65+ will receive 10% off their entire purchase. This is a customer appreciation event focused on recognizing and bringing in our target audience.

**Student Discount Day:** Every Thursday, college students will receive 10% off their order. This is a customer appreciation event focused on recognizing and bringing in our secondary target audience.

**First-Responder Day:** Two Saturdays a month, first-responders will receive 25% off their entire purchase. Every Saturday in September, this discount will apply. This is a customer appreciation event focused on recognizing and bringing in the working-class from our primary target audience.



# COVID-19 Regulations

The Dawg House takes each customers' safety and health very seriously while conducting business during the COVID-19 pandemic.

We are working closely with the Virginia Department of Health to follow proper guidelines for restaurants to allow for each of our events to occur safely.

Each event hosted by The Dawg House requires a mask to be worn, covering each customer's mouth and nose to be worn at all times. The Dawg House will have masks available for those who forget. We will also be enforcing proper social distancing to be followed.

There will hand sanitation stations set up throughout the restaurant. The front doors will be propped to allow for proper ventilation.



# Flyer Distribution

For our primary target audience, flyers will be distributed and updated monthly through the Radford welcome center, town hall, the post office, and community boards.

For our secondary target audience, flyers will be distributed and updated monthly around Radford University's campus, social media, and grocery stores.



# January 2021

S	M	T	W	T	F	S
					<b>1</b> New Year's Day   	<b>2</b>
<b>3</b> Closed	<b>4</b> Senior Bingo Senior Day   	<b>5</b>	<b>6</b>   	<b>7</b> Student Day	<b>8</b>   	<b>9</b> First Responder Day
<b>10</b> Closed	<b>11</b> Senior Day   	<b>12</b>	<b>13</b>   	<b>14</b> Student Day	<b>15</b>   	<b>16</b>
<b>17</b> Closed	<b>18</b> MLK Day Senior Day   	<b>19</b>	<b>20</b>   	<b>21</b> Student Day	<b>22</b> Hot Cocoa and Coffee Bar   	<b>23</b> First Responder Day
<b>24</b> Closed	<b>25</b> Senior Day   	<b>26</b>	<b>27</b>   	<b>28</b> Student Day	<b>29</b>   	<b>30</b>
<b>31</b> Closed						



# January Events

**Hot Cocoa and Coffee Bar:** On January 22, 2021, The Dawg House will host this one-day event from 5 AM - 3 PM. Guests can come in and enjoy delicious hot cocoa and coffee with free toppings. This event is held to show our appreciation for our guests and bring the community together.

**Happy New Year:** This will be our first social media post on our brand new social media accounts. This will show our enthusiasm for the new year and all that it holds for the Radford community.



# Promotional Item

## *Hot Cocoa & Coffee Bar*



*January 22nd, 2021  
10am - 2pm*

*Masks and social distancing  
required*

*600 W Main St., Radford VA 24141*



January Event Flyer







































# Promotional Item





# February 2021

S	M	T	W	T	F	S
	<b>1</b> Senior Bingo Senior Day   	<b>2</b>	<b>3</b>   	<b>4</b> Student Day	<b>5</b>   	<b>6</b> First Responder Day
<b>7</b> Closed	<b>8</b> Senior Day   	<b>9</b>	<b>10</b>   	<b>11</b> Student Day	<b>12</b>   	<b>13</b> Heart Shaped Biscuits
<b>14</b> Valentine's Day Closed	<b>15</b> Senior Day   	<b>16</b>	<b>17</b>   	<b>18</b> Student Day	<b>19</b>   	<b>20</b>
<b>21</b> Closed	<b>22</b> Senior Day   	<b>23</b>	<b>24</b>   	<b>25</b> Student Day	<b>26</b>   	<b>27</b> First Responder Day
<b>28</b> Closed						



# February Events

**Heart-Shaped Biscuits Sale:** In celebration of Valentine's Day, The Dawg House will be selling heart-shaped biscuits. Each guest that orders a biscuit will receive their biscuit in the shape of a heart on February 13 from 5 AM - 10:30 AM. This event will take 15% of the total proceeds as a donation for our #dineforthedawgs campaign.

**Valentine's Day:** This is a social media post to show love to our customers and recognize the holiday.



# Promotional Item



**COME CELEBRATE VALENTINE'S  
DAY BY ENJOYING OUR...**

**HEART-  
SHAPED  
BISCUITS!**

---

**5 AM -3 PM, FEBRUARY 13  
@ THE DAWG HOUSE  
600 W MAIN ST. RADFORD, VA 24141  
15% OF ALL PROCEEDS GO TOWARDS  
#DINEFORTHEDAWGS**

The  
Dawg House  
Breakfast & Lunch


































February Event Flyer



# Promotional Item



# March 2021

S	M	T	W	T	F	S
	<b>1</b> Senior Bingo Senior Day   	<b>2</b>	<b>3</b>	<b>4</b> Student Day	<b>5</b>	<b>6</b>
<b>7</b> Closed	<b>8</b> Senior Day   	<b>9</b>	<b>10</b>   	<b>11</b> Student Day	<b>12</b>	<b>13</b> First Responder Day   
<b>14</b> Closed	<b>15</b> Senior Day   	<b>16</b>	<b>17</b> St. Patrick's Day Get your Green on   	<b>18</b> Student Day	<b>19</b> First day of Spring	<b>20</b>
<b>21</b> Closed	<b>22</b> Senior Day   	<b>23</b>	<b>24</b>   	<b>25</b> Student Day	<b>26</b>	<b>27</b> First Responder Day   
<b>28</b> Closed	<b>29</b> Senior Day   	<b>30</b>	<b>31</b>   			



# March Events

**Get Your Green On:** In honor of St. Patrick's Day, on March 17, all guests that come to The Dawg House wearing green will receive a free drink. We are trying to bring customers in and purchase a meal to receive a free drink while promoting community engagement. 15% of the total proceeds made from this event will go towards #dineforthedawgs.

**Happy First Day of Spring:** This is a social media post for our Instagram to welcome the Radford community into the new season of spring. This post is to show our customers that we are still with them as they go into this new season.



# Promotional Item












































# Promotional Item



# April 2021

S	M	T	W	T	F	S
				1 April Fool's Day	2	3
					  	
4 Easter Closed	5 Senior Bingo Senior Day	6	7	8 Student Day	9	10 First Responder Day
	  		  		  	
11 Closed	12 Senior Day	13	14	15 Student Day	16	17
	  		  		  	
18 Closed	19 Senior Day	20 Clean the animal shelter	21	22 Student Day	23	24 First Responder Day
	  		  		  	
25 Closed	26 Senior Day	27	28	29 Grad day	30 Grad day	
	  		  		  	



# April Events

**Clean the Animal Shelter:** To give back to the community, the owner and employees of The Dawg House will be spending the afternoon cleaning the animal shelter. This event is open to the community for all to participate in.

**Graduation Celebration:** All Radford University Graduates will receive 50% off their order when they bring in their graduation cap as proof. This promotion will bring in our secondary target audience and their families to The Dawg House.



# Promotional Item



JOIN THE DAWG HOUSE FOR OUR

## FIRST ANNUAL CLEAN THE ANIMAL SHELTER



APRIL 20, 2021 @ 4PM  
RADFORD ANIMAL SHELTER  
110 PULASKI ST, RADFORD, VA 24141

April Event Flyer





# Promotional Item

**50%OFF FOR  
UPCOMING GRADS**

**YOUR HARD WORK PAID  
OFF, COME CELEBRATE  
AT THE DAWG HOUSE  
APRIL 18TH**










































600 W Main St,  
Radford, VA  
(540) 123-4567



April Twitter Post



# May 2021

S	M	T	W	T	F	S
						<b>1</b> Grad Day
<b>2</b> Closed  Grad Day	<b>3</b> Senior Bingo  Senior Day   	<b>4</b>	<b>5</b>    	<b>6</b> Student Day	<b>7</b>    	<b>8</b> First Responder Day
<b>9</b> Closed  Mother's Day	<b>10</b> Senior Day   	<b>11</b>	<b>12</b>    	<b>13</b> Student Day	<b>14</b> National Biscuit Day   	<b>15</b>
<b>16</b> Closed	<b>17</b> Senior Day   	<b>18</b>	<b>19</b>    	<b>20</b> Student Day	<b>21</b>    	<b>22</b> Find the Paw Print
<b>23</b> Closed	<b>24</b> Senior Day   	<b>25</b> Memorial Day	<b>26</b>    	<b>27</b> Student Day	<b>28</b> National Burger Day   	<b>29</b> First Responder Day
<b>30</b> Closed	<b>31</b> Senior Day   					



# May Events

## **‘Find the Paw Print’ Scavenger**

**Hunt:** This event is held conducted through The Dawg House’s Instagram on May 22, 2021. Hints of where customers can find the paw print will be posted on Instagram stories.

Customers who find the paw print and tag The Dawg House on Instagram with a photo will receive 25% off their meal. The first customer to find it will receive a free t-shirt from The Dawg House.

**Mother’s Day Celebration:** In celebration of Mother’s Day, all mothers can come into The Dawg House and receive 50% off their meal.





# Promotional Item



The Dawg House  
Breakfast & Lunch

JOIN THE DAWG HOUSE IN  
OUR FIRST

*"Find the Paw Print"  
Scavenger Hunt*

Follow @thedawghouseradford on Instagram to see hints  
throughout the day to find the paw print for 25% off your  
order!

Be the first to find the paw print, and you will receive a free  
Dawg House T-Shirt!

\*Post a picture of yourself on Instagram at the paw print to qualify

May 22, 2021 from 5 Am- 3 Pm  
600 W. Main St., Radford, VA 24141

May Event Flyer



# Promotional Item

TO THE BEST MOM EVER,

## HAPPY EARLY MOTHER'S DAY!

---



All mother's can come eat 50%  
off all day on May 8th at The  
Dawg House








































600 W Main St, Radford, VA  
(540) 123-4567



May Facebook Post



# June 2021

S	M	T	W	T	F	S
		1	2	3	4	5 First Responder Day
			  		  	
6 Closed	7 Senior Bingo  Senior Day	8	9	10 Student Day	11	12
	  		  		  	
13 Closed	14 Senior Day	15	16	17 Student Day	18	19 First Responder Day
	  		  		  	
20 Closed  Father's Day	21 Senior Day	22	23	24 Student Day	25	26 #dineforthe dineforthe dineforthe Event Day
	  		  		  	
27 Closed	28 Senior Day	29	30			
	  		  			



# June Events

**#DinefortheDawgs:** Dine for the Dawgs is the annual charity event hosted by The Dawg House. Every event held each month will have 15% of the total proceeds made put aside as a donation to the Radford Animal Shelter. On June 26, The Dawg House will host the charity event, Dine for the Dawgs. At this event, The Dawg House will have food available to purchase, a dog bandana making station, mask-making station, a dog pen park to interact with other dogs, an adoption table, and live music.



# Promotional Item

**The Dawg House invites you to join us for the first annual**

## **#DINEFORTHEDAWGS**



**In partnership with the  
Radford Animal Shelter**

- **Adoption table**
- **Mask decorating**
- **Firetruck**
- **Bandana making**
- **Dog park pen**
- **Live music**



**June 26, 2021**

**12pm - 4pm**

**All ages welcome.**

**Masks and physical  
distancing required.**

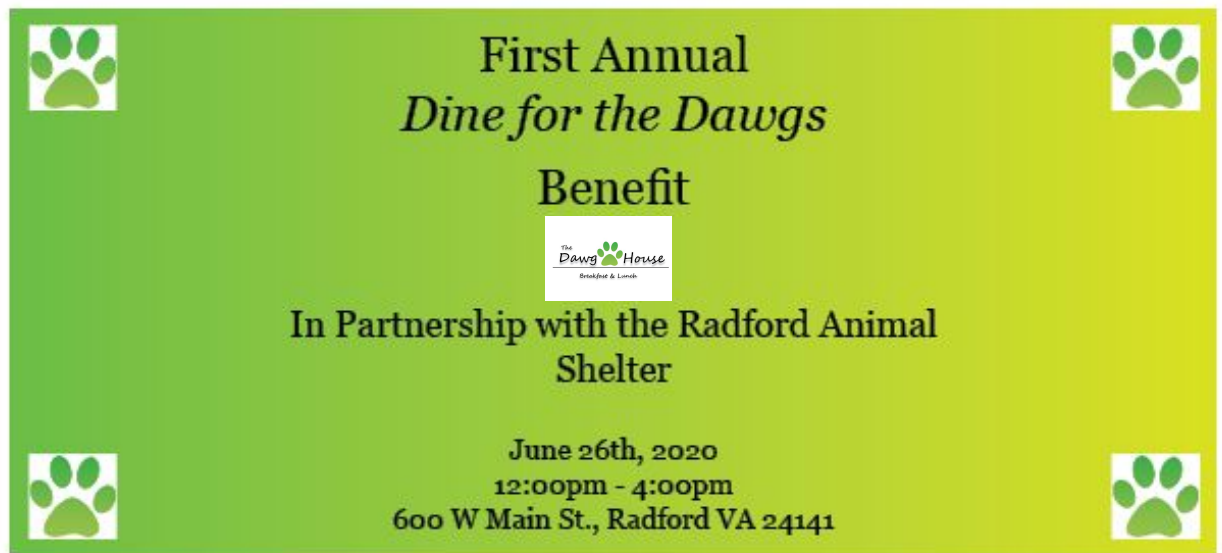
**600 W. Main St.  
Radford, VA 24141**



June Event Flyer



# Promotional Item



June Twitter Post



# Promotional Item



Contact:

Moria Rose

Director of Communication

(540) 123-4567 (direct)

(540) 890-1234 (cell)

[thedawghouse@gmail.com](mailto:thedawghouse@gmail.com)

## FOR IMMEDIATE RELEASE

### Dine for The Dawgs

**(Radford, Virginia) June 20, 2021** – The Dawg House is hosting its first annual Dine for The Dawgs event. On June 26<sup>th</sup>, an event will be held at The Dawg House from 12 pm – 4 pm. At this event, the Radford Animal Shelter will be there as well and will be presented with a check from all earnings from the events from the year so far.

“We are so excited to present this check to the Radford Animal Shelter,” says Mark Hale, the owner. “I hope everyone in the community has a great time at the event and can make it out to celebrate with us.”

Hale brought The Dawg House to the Radford community to provide them with hometown food for a hometown price. This event will include an adoption table, live music, bandana decorating, mask decorating, and a dog park pen.

For more details, visit <https://mercedesloeschero8.wixsite.com/thedawghouse>

###

Press Release for Dine for The Dawgs





# July 2021

S	M	T	W	T	F	S
				1	2	3 Hotdog Eating Contest
					  	
4 Fourth of July Closed	5 Senior Bingo Senior Day	6	7	8 Student Day	9	10
	  		  		  	
11 Closed	12 Senior Day	13	14	15 Student Day	16	17 First Responder Day
	  		  		  	
18 Closed	19 Senior Day	20	21 Nat'l Hotdog Day	22 Student Day	23	24
	  		  		  	
25 Closed	26 Senior Day	27	28	29 Student Day	30	31 First Responder Day
	  		  		  	



# July Events

**Hotdog Eating Contest:** To celebrate the Fourth of July, The Dawg House will be hosting a hotdog eating contest. Contestants must register a week in advance to properly set up the event to comply with COVID-19 regulations. Spectators will be required to wear masks and follow physical distancing markers placed by the restaurant. The contestant who can eat the most hotdogs in 10 minutes will receive a \$50 gift card to The Dawg House.

**Happy National Hot Dog Day Sale:** In celebration of National Hot Dog Day, The Dawg House will be running a sale. As seen promoted through our Facebook page, customers can get two hot dog combo meal for \$5.69.





# Promotional Item

**The Dawg House**  
**Fourth of July Bash**

**Hot Dog Eating Contest**



**Winner will receive a  
\$50 gift card  
to The Dawg House**



**Physical distancing and masks required for all  
spectators**

**600 W. Main St., Radford, VA 24141**

The Dawg House  
Breakfast & Lunch

July Event Flyer




























# Promotional Item



July Facebook Post



# August 2021

S	M	T	W	T	F	S
1  Closed	2 Senior Bingo  Senior Day    	3	4     	5	6     	7   First Responder Day
8  Closed	9  Senior Day    	10	11     	12  Student Day	13     	14
15  Closed	16  Senior Day    	17	18  1 Year    	19  Student Day	20  RU Move-In    	21  RU Move-In
22  Closed	23  Senior Day    	24  Back to School Night	25     	26 Student Day  Nat'l Dog Day	27     	28  First Responder Day
29  Closed	30  Senior Day    	31				



# August Events

**One Year:** In celebration of making it through its first year as a new business in the Radford community, The Dawg House is hosting an event full of games, food, and music. There will be up to a 20% discount available on the prize wheel. We are celebrating a major accomplishment of a small business during a global pandemic. 15% of the total proceeds made from this event will go towards #dineforthedawgs.

**Back to School Night:** To welcome new and returning students back to campus, The Dawg House is hosting a Back-to-School Night event. This event will have movies, food, and music. We are trying to expand our market to other audiences and make our brand appealing to them. 15% of the total proceeds made from this event will go towards #dineforthedawgs.

**National Dog Day:** In celebration of National Dog Day, The Dawg House will be giving free pup cups to dogs with the purchase of a meal all day long on August 26, 2021.



# Promotional Item





# Promotional Item



# Promotional Item



The Dawg House  
Breakfast & Lunch

CELEBRATE NATIONAL DOG DAY  
WITH THE DAWG HOUSE

**TREAT YOUR  
PUP WITH A PUP  
CUP FROM THE  
DAWG HOUSE**

On August 26, 2021 from 5 AM - 3 PM, all dogs  
will receive a free pup cup with the purchase of  
a meal at The Dawg House.

600 W. Main Street., Radford VA 24141



August Event Flyer



# Promotional Item



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## FOR IMMEDIATE RELEASE

### Celebrating Our First Anniversary

**(Radford, Virginia) August 15, 2021** – The Dawg House is celebrating its one-year anniversary in the Radford community. On August 18<sup>th</sup>, an event will be held at The Dawg House from 10 AM – 3 PM. At this event, customers can receive up to a 20% discount by spinning the prize wheel.

“We are so excited that we have made it a whole year in the Radford community,” says Mark Hale, the owner. “I hope everyone in the community has a great time at the event and can make it out to celebrate with us.”

Hale brought The Dawg House to the Radford community to provide them with hometown food for a hometown price. At our restaurant in Radford, Virginia, you get to create connections with our workers and expand on connections with the community.








































For more details visit <https://mercedesloeschero8.wixsite.com/thedawghouse>

###

Press Release for One Year Anniversary



# September 2021

S	M	T	W	T	F	S
			1	2 Student Day	3	4 First Responder Day
			  		  	
5 Closed	6 Senior Day  Labor Day	7	8	9 Student Day	10	11 First Responder Day
	  		  		  	
12 Closed	13 Senior Bingo  Senior Day	14	15	16 Student Day  Tailgate	17	18 First Responder Day
	  		  		  	
19 Closed	20 Senior Day	21	22	23 Student Day	24	25 First Responder Day
	  		  		  	
26 Closed	27 Senior Day	28	29	30 Student Day		
	  		  			



# September Events

**Tailgate:** To celebrate the hard-working football players, cheerleaders, band players, and their families, The Dawg House will be hosting a tailgate with live music, good food, and fun activities. We are trying to celebrate a big part of the Radford community and get others involved with our restaurant with this event. 15% of the total proceeds made from this event will go towards #dineforthedawgs.





# Promotional Item



## **TAILGATE PARTY**

**For football players, band,  
cheerleaders, and their  
families**

**Come join us for fun!**  
**5 PM - 9 PM**  
**At The Dawg House**  
**600 W Main St. Radford, VA 24141**  
**(540) 123-4567**



The  
**Dawg House**  
Breakfast & Lunch

September Event Flyer



# Promotional Item










































September Facebook Post





# October 2021

S	M	T	W	T	F	S
					1   	2
3  Closed	4  Senior Bingo  Senior Day    	5	6    	7  Student Day	8    	9  First Responder Day
10  Closed	11  Senior Day    	12	13    	14  Student Day	15    	16
17  Closed	18  Senior Day    	19	20    	21  Student Day	22    	23  First Responder Day
24  Closed	25  Senior Day    	26	27  Trunk or Treat    	28  Student Day	29    	30
31  Closed  Halloween						



# October Events

**Trunk-or-Treat:** In celebration of Halloween, there will be vehicles set up in the parking lot with their trunks open handing out candy or if COVID is still around, the candy will be distributed through the drive through. The event will be held at The Dawg House in Radford.

**Halloween Post:** this event will take place on our Twitter, where you post a photo of you in your Halloween costume and tag us, and you will receive a 10% off coupon from the Dawg House.



# Promotional Item










































October Event  
Feather Flag



# Promotional Item



# November 2021

S	M	T	W	T	F	S
	<b>1</b> Senior Bingo   	<b>2</b>	<b>3</b>   	<b>4</b> Student Day	<b>5</b>   	<b>6</b>
<b>7</b> Closed	<b>8</b> Senior Bingo Senior Day   	<b>9</b>	<b>10</b>   	<b>11</b> Student Day	<b>12</b>   	<b>13</b> First Responder Day
<b>14</b> Closed	<b>15</b> Senior Day   	<b>16</b> Make a Blanket for RAS	<b>17</b>   	<b>18</b> Student Day	<b>19</b>   	<b>20</b>
<b>21</b> Closed	<b>22</b> Senior Day   	<b>23</b>	<b>24</b>   	<b>25</b> Student Day T-Day	<b>26</b>   	<b>27</b> First Responder Day
<b>28</b> Closed	<b>29</b> Senior Day   	<b>30</b>				



# November Events

## **Make a Blanket for Radford**

**Animal Shelter:** This November, we will host an event to bring together the community and invite them into our store to hand-make blankets for the animal shelter in the cold winter months.

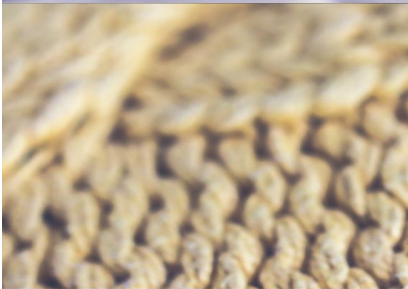
**Thanksgiving Dinner Post:** Post a picture of your Thanksgiving table, tell us what all you are thankful for and share it on our Facebook page to be entered in for a chance to win a free breakfast meal (one drink and one item from the breakfast menu).





# Promotional Item

MAKE A BLANKET FOR  
RADFORD ANIMAL SHELTER



The  
**Dawg**  **House**  
*Breakfast & Lunch*

Help decongest your local shelter. Find a pet to  
adopt at [www.radfordanimalshelter.com](http://www.radfordanimalshelter.com)  
600 W Main St, Radford, VA 24141 (540) 123-4567

November Event Flyer















































# Promotional Item



November Facebook Post



# December 2021

S	M	T	W	T	F	S
			1	2	3	4
				Student Day		First Responder Day
			  		  	
5	6	7	8	9	10	11
Closed	Senior Bingo			Student Day		
	Senior Day					
	  		  		  	
12	13	14	15	16	17	18
Closed	Senior Day			Student Day		First Responder Day
						Grad Day
	  		  		  	
19	20	21	22	23	24	25
Closed	Senior Day		Ugly sweater Xmas party	Student Day	Xmas Eve	Xmas Day
	  		  		  	
26	27	28	29	30	31	
Closed	Senior Day			Student Day	New Years Eve	
	  		  		  	



# December Events

## **Ugly Sweater Christmas Party:**

The event will take place on the 22nd of December, and customers will showcase their very best ugly Christmas sweater. We will vote in-store to see who has the “ugliest” one. The winner will receive a \$25 gift card.

**Christmas Donations Post:** This event will run for the entire month of December, and a portion of all sales will be donated to the Radford Animal Shelter to keep the animals fed and warm in the cold winter months.



# Promotional Item

GET TACKY AND OWN KNIT!

## UGLY SWEATER CHRISTMAS PARTY



You're invited to the  
fashion week before Christmas.  
600 W Main St, Radford, VA 24141  
(540) 123-4567

DEC. 22, 2021 | 7 PM  
THE DAWG HOUSE

### December Event Flyer



# Promotional Item



# Budget

ITEM	QUANTITY	PRICE
<b>Hot Cocoa</b>	5 boxes -150 packets	\$24.90
<b>Milkshake machine</b>	1	\$499.00
<b>Fabric – 20 dogs</b>	20 yards	\$180.00
<b>Flyers</b>	600 (50 per month)	\$246.40
<b>Sign</b>	1 (5 X 5)	\$300.00
<b>Labor to build sign</b>	1 contractor	\$120.00
<b>Punch Cards</b>	250	\$19.95
<b>Goodie Bags</b>	1 (200 bags/pack)	\$10.98
<b>Candy</b>	2 – (400 pieces) 2 (240 pieces) 1 (315 pieces)	\$86.92
<b>Bingo Machine</b>	1	\$19.99
<b>Bingo Cards</b>	1 (500 sheets in pack)	\$5.95





# Budget Continued

ITEM	QUANTITY	PRICE
<b>Billboard</b>	1 (16 week run)	\$760.62
<b>Tent</b>	1	\$84.00
<b>Speaker</b>	1	\$49.99
<b>Tables</b>	3	\$119.97
<b>Banners</b>	12 (1 for each event, 3 X 10)	\$328.44
<b>Feather Flag</b>	12	\$1502.96
<b>Name on building</b>	1 (changing the "Tha' to The")	\$200.00
<b>TOTAL</b>		\$4,559.89





# Evaluation

To evaluate if our campaign was a success, we will be looking at each of our goals and objectives and see if we have accomplished them by the end of the year. By evaluating the goals and objectives quarterly, we can ensure that we have done the most in utilizing the strategies and tactics we set up. Our campaign's main focus is to create a digital presence, improve employee training, and improve community engagement with various events.

To evaluate the success of the digital presence, we will be able to see an increase in the number of posts by The Dawg House, and see an increase in likes/followings and media views. In addition to gaining likes/followings and media views, we will hopefully see increased customer feedback and reviews on social media. This will be encouraged by the employees when a customer is checking out at The Dawg House.

To evaluate improved employee training, we will assess the required training's effectiveness through a required assessment where each employee must score 90%. In addition to a mandatory assessment, there will be a mystery eater that will evaluate the quality of service provided by The Dawg House employees twice a month.

To evaluate the improvement of community engagement, we will track the number of participants for each of the held events and how many dine at The Dawg House daily. For the events, participants will need to fill out a survey that will include their demographics, that we will be looking into studying. As for the daily visits, this will be recorded by the employees that are present.

By keeping track of these numbers, we will see an increase from the campaign's start to the end. Throughout the year of implementing the campaign, Dine for the Dawgs, a team member of 7 C's, will meet with the owner of The Dawg House, Mark Hale, monthly to see how they think things are going and to discuss areas of improvement.



# Conclusion



7 C's is confident that we will go above and beyond for The Dawg House with our creative and innovative approach. We will succeed in sharing their goal of becoming Radford's favorite spot for "hometown food for a hometown price."



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