

# The cheesecake factory essay



**ASSIGN  
BUSTER**

ROI / CREATIVE BRIEF Issues What are the key issues facing the brand? \* The first time The cheesecake factory is opening an outlet in Asian country. \* The Cheesecake Factory has never existed in Singapore before. There is zero brand awareness in Singapore. \* The restaurant lacks the brand recognition and loyalty its competitors have already accumulated in Singapore market.

Objectives What are the client's marketing objectives? \* To attain a sales total of SGD3 million in 2014. \* To open one The Cheesecake Factory outlet in Singapore in 2014. \* To create 70% recognition of The Cheesecake Factory within the target audiences in Singapore market

What are the advertising objectives? \* To encourage the target audience to visit The Cheesecake Factory. \* To create awareness and recognition of The Cheesecake Factory to a level of 70% within the targeted audience of Full Nest 1 and Full Nest 2 with aged between 25-40 years, within a period of 6 months (Aug 2013- Jan 2014) How will these advertising objectives be measured? People who visited The Cheesecake Factory in Singapore will be recorded and people who viewed of The Cheesecake Factory Singapore website will be also recorded within the database.

Target To whom will advertising be addressed? Primary Target audience - I will be targeting families under the Full Nest 2 and Full Nest 3 category in the Family Life Cycle. The Target audiences are married Singaporeans aged between 25-50 years. They have one child at least in the family, and the kid or kids range from primary school students (7 to 12 years) to university students (18-24 years). They are earning an annual household income of SGD60, 000. Lastly, they are those who love food, and enjoy dining out with family and friends.

Secondary Target audience - I will be targeting families under Singles stage race in the Family Life Cycle. The target audiences are bachelordom or being in love aged between 20-30 years. They are earning SGD3, 500 a month at least, and they love dessert and enjoy high time with friends. What would this target be like as a person? More important, what feelings, attitudes, and beliefs does this target hold about our brand? The target audience may or may not have heard of The Cheesecake Factory, and they do not really know what products and service.

The Cheesecake Factory is very fresh for the Singaporeans. There are many people don't have any feelings or attitudes towards The Cheesecake Factory, because it doesn't have an established reputation in Singapore. There is without current customers of The Cheesecake Factory as its first store has yet to open. The most important that the target audience have to face a great many pressure from social reality. For example, work, family and money. Sometimes even in order to work, they don't have their own private time to rest. Now, odern people almost choose to go out with family or friends when they have free time. In particular, people who some high incomes, they would choose a unique restaurant likes The Cheesecake Factory to enjoy their free time or dinning time with family or friends. Or people who young adult, they prefer to taste dessert and enjoy high time with friends. What is the Personal Media Network of a typical target audience member? In what type of activities does the target typically engage? ACTION What action do we want our target to take as a result of exposure to the advertising?

I want our target audience to take primary impression of what The Cheesecake Factory is and what it serves and products, and opening ceremony in 2014. I also want them to spread the new and recommend The Cheesecake Factory to other people. Finally, I really want them to return again. What action will that action replace? These actions will replace other dessert restaurants like when the target audience wants to go out with family or friends. Reward and Support What competitive advantages or equities does the brand have that are or would be valued by the target? Unlike other dessert restaurants in Singapore, The Cheesecake Factory is a very popular and large restaurant in American which collection of restaurant, bar, cake room. \* Founder initially sold delicious homemade cheesecake. Now, in addition to cheesecake, there are more than 200 kinds of dishes. For example, classic American from the South. \* The most famous operating characteristics is the large amount of food, it is a part of generous portion for The Cheesecake Factory. As a result of the advertising, the target will conclude: If I patronize The Cheesecake Factory. Instead of other dessert restaurants.

I will be getting a fresh experience. Because there is no other food outlet that is like The Cheesecake Factory, this large collection of restaurant, cake room and bar. Personality What is our brand's current personality? The Cheesecake Factory is fresh and special in Singapore, and the restaurant is a large collection of restaurant, cake room and bar. What does it need to be? The Cheesecake Factory is warm, light-hearted and interesting. Media When, where and under what circumstances will the target be most open to hearing about and desiring to obtain the specific reward and support?

Potential consumers would be most interested by an advertisement. \* When target audience is hungry, they will find good place and enjoy eating time, especially during lunch or dinner time. \* When target audience is reading or watching newspaper within the advertisement about The Cheesecake Factory, their subconscious mind will searching for food or want to go and try the new restaurant with family or friends. \* When target audience in the MRT, they can see the advertisement in escalator. \* At bus stops, the target audience also can see advertisement. \* In the evening, the target audience watch TV program.

Considering the target's Personal Media Network, client objectives and budget, and competitive considerations, what combination of media vehicles do you recommend for this campaign? \* Local newspaper advertisements, as The Straits Time and Today. \* Local TV channel, such as Channel 5 and Channel 8. \* Poster or banner on the public place, such as shopping mall. \* Advertisements in MRT (SMRT) stations, on bus stops, or on taxis. Key Insight What is the one key insight upon which to focus the campaign? The Cheesecake Factory is a fresh new restaurant that serves delicious desserts and kinds of cuisines.