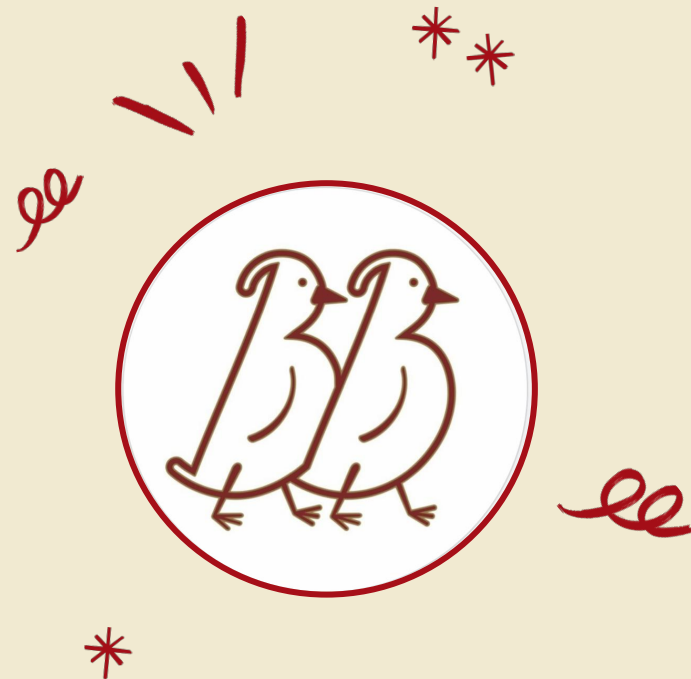


Marketing 460
Capstone Project
Group 6

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Butterbird





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Project Framework

Met with Butterbird Owners to Establish Project Goals & Objectives



Attract the student population across four focus categories:
1. Social Media, Partnerships & Promotions,
2. Customer Service and Experience
3. Menu Substitutions & Pricing
4. Events & Offerings

Researched and Selected an Evoked Set of 3 Competitors



- (1) Der Rathskeller & The Sett Pub
- (2) State Street Brats
- (3) Raising Cane's

Conducted Primary and Secondary Research via Student Surveys and Online Reviews



Student Survey Responses:

- 11 Questions
- 48 Responses (undergraduates and recent grads)

Restaurant Reviews:

- 100 Reviews & 3 Restaurants
- Google Reviews & Yelp

Used Data to Create Actionable Marketing Recommendations



Few Recommendations per Category

- Focused on Students

Different Touchpoints

- In-person & Digital

Restaurant Overview

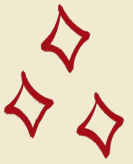
Created by
Harvey House
owners Shaina
and Joe Papach

Continued theme
of “modern
nostalgia” &
opening January
2024

Fast-casual, fried
chicken-focused
restaurant on
Regent Street



SWOT Analysis



Strengths

Well-established employee base, supplies, and operations less than a mile away at Harvey House for convenience

Local knowledge and reputation for quality food and customer service

Loyal customer base to propel them into new venture



Weaknesses

Unfamiliar with to-go functions (counter, mobile, curbside, delivery)

Limited menu selection, fried-chicken focus limits customers

Underdeveloped online presence to reach students

Unknown customer traffic rates compared to Harvey House reservation system



Opportunities

High exposure location on Regent street to increase brand awareness

Expand customer base from Harvey House into new area

Flexible ordering functions, price shifts online, and hours of operation

Promotional efforts for local and school events



Threats

Competition on Regent and State street, well established restaurants

Saturated market in Madison

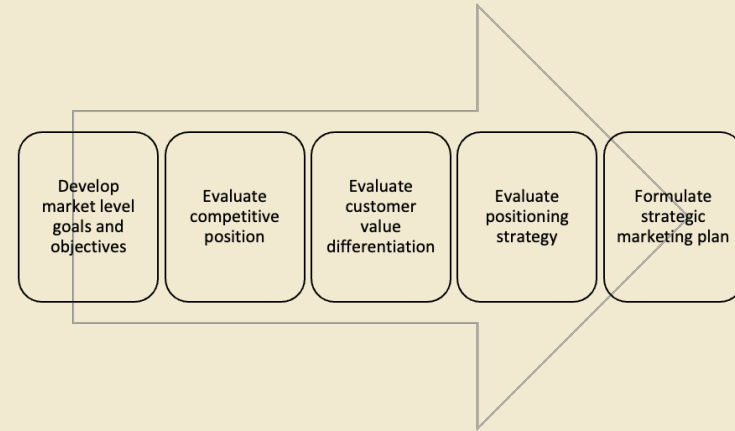
Changing dietary trends and dietary restrictions of students

Fluctuation in cost of operations, rent, and supplies that could negatively impact menu prices

SMP Process

Strategic Market Planning

1. **Market level goals-** We focused on reaching and capturing the student population during Fall and Spring semesters. Conducting in-depth secondary and primary research on competitors and customer dining expectations and priorities.
2. **Competitive position-** Using Harvey House's strong reputation, local knowledge, and loyal customer base to propel them in their Butterbird venture.
3. **Customer value differentiation-** Fast-casual dining focused on high quality fried chicken options.
4. **Positioning strategy-** A new take on "modern nostalgia" offering to-go options, quality food, an aesthetic dining atmosphere, and various experiences
5. **Strategic marketing plan-** Recommendations focused on customer service, experience, events, and promotions through social media, NIL deals, and UW-Madison alumni relations.



Evoked Set

1. Der Rathskeller & The Sett: The two, on-campus UW-Madison union restaurants are used daily by thousands of students to purchase food, watch games, hang out with friends, and study. The unions also bring in a lot of students because of the amenities they provide and events they host. Der Rathskeller plays games and movies on the TVs and big screens and has live band performances. It is also home to the beautiful Terrace along Lake Mendota which is packed during the spring and summer. Similarly, the Sett has a rock climbing wall, numerous TVs for games, a bowling alley, live music, and movies. It also has an outdoor patio to host Badger game days and can be enjoyed during nice weather.
 - a. A main way that Butterbird hopes to distinguish itself is through outdoor events on its patio. With The Rathskeller and Sett located close by and already having a strong presence among students because of their events, they are direct competitors.
2. State Street Brats: Located in a prime spot on State Street, a hot spot and convenient location for students, Brats has an order-at-the-counter service style while also having servers go to tables to take orders to accommodate different customer preferences. It is very popular for its weekly deals and trivia which draw in hundreds of students every week. Additionally, it has an outdoor patio that is popular amongst students and alumni for watching games and hanging out.
 - a. Butterbird is hoping to implement a similar service style since it has a bar counter in the center of the restaurant and pick-up counter at the end of it. Additionally, Butterbird hopes to utilize its patio space in a similar capacity and get more students to the restaurant through fun events and activities. Since Brats is already well known and established in areas that Butterbird hopes to leverage itself, Brats is a direct competitor in these areas.
3. Raising Cane's: A fast-food chain that specializes in chicken. It is located on State Street and is popular amongst UW students because of its quick service, fairly priced menu items, and specialty sauce & toast. It partners with the Alumni Association and UW athletes in order to spread brand awareness and get more customers in the door. Some of the top athletes that Cane's has partnered with include Chucky Hepburn and former QB Graham Mertz.
 - a. Comparable to Butterbird as Butterbird is a fast-casual restaurant that will also be specializing in chicken. Cane's could be a direct competitor when it comes to engaging and getting students in the door because it sells similar products, is well known, and is located in a hot spot for students.

Focus Categories



Designated to help us categorize our findings from our secondary research on customer reviews from restaurants that are both similar to Butterbird and popular amongst students. These categories were created based on the areas that Shaina and Joe asked us to look into to help leverage their marketing opportunities.

Social Media,
Promotions, &
Partnerships

Customer
Service &
Experience

Menu Selection
& Pricing

Events &
Offerings

Der Rathskeller & The Sett

Social Media, Promotions & Partnerships

- | | |
|--|--|
| <ul style="list-style-type: none">- Accepts Wiscard- \$5 deals everyday of the week | <ul style="list-style-type: none">- Doesn't accept Redcard |
|--|--|

Customer Service & Experience

- | | |
|---|--|
| <ul style="list-style-type: none">- Great for kids- Conveniently located- Top location for studying and hanging out with friends- The terrace is beautiful | <ul style="list-style-type: none">- Cold during the winter due to open doors- Sticky/unclean tables- Unattentive staff |
|---|--|

Menu Selection & Pricing

- | | |
|--|---|
| <ul style="list-style-type: none">- Serves exclusive drink and tap menus every night 8pm-close- Grab & Go options- Vegan options- Healthier options | <ul style="list-style-type: none">- Not many substitutions- Expensive for average food- Bland food- Food is decent |
|--|---|

Events & Offerings

- | | |
|---|--|
| <ul style="list-style-type: none">- Live music- Trivia nights- Bowling alley and game room- Big TVs to watch games- Events for all (Homecoming) | <ul style="list-style-type: none">- Loud pop music groups that blast music |
|---|--|

State Street Brats

Social Media, Promotions & Partnerships

- Mug Mondays
- \$12 bottomless cup night
- Tuesday 8PM - Close: Call the coin flip for 75% off your entire drink order
- Does not accept Redcard

Customer Service & Experience

- Super helpful staff during events
- Nice upstairs and patio area
- Very friendly and cool atmosphere
- Nostalgic for alumni
- Very crowded on game days

Menu Selection & Pricing

- Food and drink specials everyday
- No vegetarian options
- Less bang for your buck compared to Terrace
- Expensive prices for side salads

Events & Offerings

- Best place to watch games
- Super helpful with sorority formal
- Can reserve their food truck
- Trivia Night
- Live Music

Raising Cane's

Social Media, Promotions & Partnerships

- Partners with campus orgs for fundraising events
- NIL deals with big time UW athletes
- Combo options, loved 3 finger box
- Doesn't accept Redcard

Customer Service & Experience

- Fun decor and music
- Cool vibe
- Great place to hang with friends
- Large space
- Restaurant is always dirty
- People in the restaurant disturbing others
- Long wait time
- Rude employees

Menu Selection & Pricing

- Really good toast
- Have their own special sauce that is really good
- Limited options
- Often soggy fries and/or chicken
- Felt sick afterwards
- Lacked variety

Events & Offerings

- Takes part in homecoming events
- Partnerships with UW athletes
- Order ahead offering is very convenient
- Pair with student organizations for fundraisers

Student Questionnaire & Results

48 total responses:

- 45 current students
- 3 recent graduates



Goals

- Reach student population
- Analyze priorities and preferences
- Use results for recommendations



Questions

- **How often do you eat out at fast-casual restaurants?**
 - 69% 1-2 times a week
- **What do you prioritize when choosing where to eat?**
 - Food Quality and Price
- **How often do you look at events the restaurant hosts?**
 - Never - 38%; 60% Sometimes
- **How important is a restaurant's promotion via different channels?**
 - Social Media Presence and Coupons
- **How much are you willing to spend at a fast-casual restaurant?**
 - 79% willing to spend \$10-20

Porter's Four* Forces

*Bargaining Power of Suppliers not applicable

The highly competitive environment and minimal market attractiveness suggests that students should be a **secondary market focus** for Butterbird.

Threat of Existing Competitors = **High**

Regent street, where Butterbird is located, is an extremely competitive market with restaurants such as Wingstop and McDonald's that offer similar food offerings to Butterbird, with other establishments such as Leopold's and Fabiola's Spaghetti House & Deli that offer a similar vibe as to what Butterbird hopes to accomplish. On State street, as we discussed with our evoked set restaurants, there are many competitors that pose a threat to Butterbird as well.

Threat of New Entrants = **Moderate**

Given the saturation of the restaurant market in Madison, particularly in the Regent/State St. areas, one might expect a high threat of new entrants. However, when factoring in the substantial initial costs associated with opening a restaurant - encompassing permits, licenses, lease payments, and equipment purchases - along with ongoing operational expenses like utilities, staff wages, and food supplies, the management of these costs becomes a large challenge. The uncertain nature of new restaurants opening and quickly closing on State St. underscores this financial complexity. Furthermore, Butterbird's owners bring valuable experience in the restaurant industry to the table, and with a large understanding of the sizable student consumer base in Madison, we classify the threat level as moderate.

Bargaining Power of Buyers = **High**

Near a college campus, the bargaining power of buyers is high due to an abundance of dining options, low switching costs, and budget constraints among students. With diverse preferences and active social media engagement, students can quickly influence a restaurant's reputation, emphasizing the need for establishments to adapt and meet the dynamic demands of this customer base.

Threat of Substitutes = **High**

The many dining options on or near campus provides UW students with numerous alternatives, making it easy for them to switch from one restaurant to another without substantial effort or consequences, thus evidencing low switching costs.

CSA Model



Customer Service Advantages

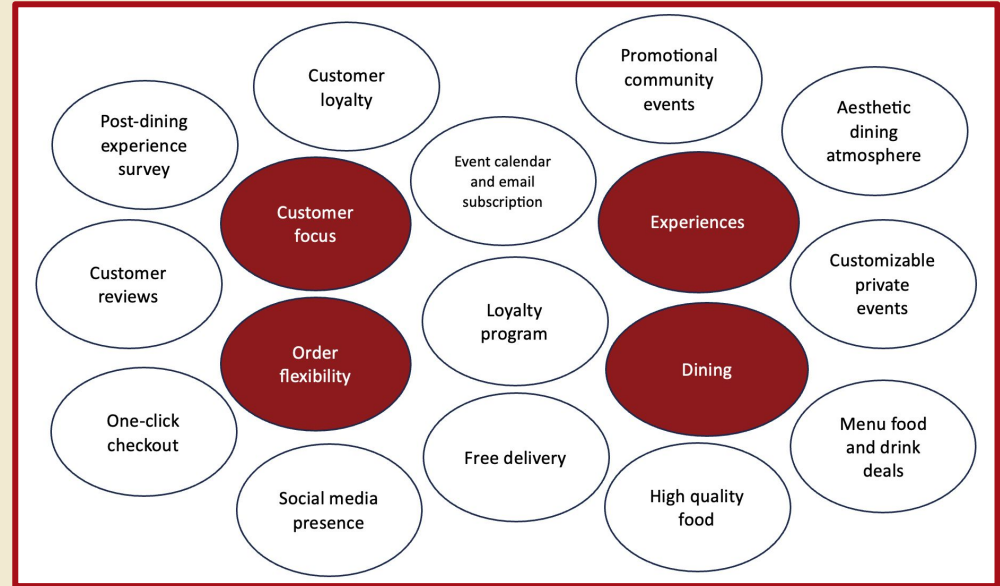
Build the Culture

- Create a community of customers and employees
- Nurture an environment where Butterbird is a local's go-to for nostalgic comfort food
- Emphasize the importance of people during the dining experience with events and experiences

Stay Focused

- Leverage competitive advantages without trying to specialize in everything
- Find what draws customers to your restaurant over competitors
- Build on your strengths, don't waste time playing catch-up

Link Activities



Impact Performance Matrix



Low Impact and Strong Performance

Maintain or reduce investment or alter target market

Menu- Unique selection for customer segments that are not health-conscious students

Pricing- Higher priced menu that does not adhere to student budget compared to competitors

Events- Students don't search for events at restaurants, but prioritize them after hearing through word-of-mouth and social media

High Impact and Strong Performance

Maintain or improve performance (competitive advantage)

Quality- High quality food and “modern nostalgia” atmosphere have strong opportunity to attract new customer base and already loyal customers (not always students)

Customer Service- Harvey House stands with strong reputation of customer service. Find new ways to leverage this with fast-casual dining.

Low Impact and Weak Importance

Inconsequential (do not waste resources)

TBD- this section remains to be developed upon the opening of Butterbird in January 2024

High Impact and Weak Performance

Focus improvements here (competitive vulnerability)

Promotions and Partnerships- Spread brand awareness through on-campus organizations and university sports teams with extensive audiences

Social Media- Strongest opportunity to entice students and gain brand awareness, as well as staying relevant and competitive (currently no social media presence)

To-go Functions- Leverage the trend of fast-casual dining and popularity of mobile ordering, curbside pickup, and delivery functions. Customers want increasing flexibility and convenience



Menu Selection and Pricing Recommendations

1. **Dietary trends:** As emphasized heavily in the student questionnaire results, students are increasingly leaning into the trend of healthy lifestyles and cleaner eating. Dietary restrictions such as gluten intolerance and preferences for vegetarian and vegan options are also on the rise. Butterbird's focus on fried-chicken could limit who it can promote its food to. Students also like specialized menus, such as seasonal offerings and limited time specials. For Butterbird, this means expanding its menu selection to include healthy alternatives, fresh produce, and seasonal ingredients. The other option would be for Butterbird to forgo this customer segment and focus its efforts on the local customer segment that enjoys classic comfort food.
2. **Menu deals:** Another significant way to entice students is by staying competitive relative to other restaurants when it comes to food and drink deals. For example, being in close proximity to Camp Randall could mean leveraging game day meal and drink deals. With the flexibility of its new online ordering systems, Butterbird can also shift prices up and down according to the rate of orders on a daily/weekly basis or based on a specialized promotion. Finally, leveraging its social media presence will be crucial to reach the student audience. Students rely primarily on social media for news and updates on restaurant deals and events. Offering high quality food may mean slightly higher prices in relation to competitors in the area, so emphasizing the quality of food and special deals will increase student traffic.



Events and Experiences Recommendations

1. **Trivia Night:** Trivia nights are very popular amongst the student population which can be seen in both the results from our student survey as well as the reviews we looked at for our evoked set restaurants. A couple of other restaurants in the Madison area host weekly trivia nights that draw in a lot of students. Butterbird could pick a night that isn't already taken by another restaurant and host its own trivia night. This can help build brand awareness as students will bring their friends and tell other students about it. Additionally, Butterbird can give out prizes like coupons, discount codes, and merchandise to increase awareness and get students to visit again.
2. **Customizable Private Events:** Butterbird has capacity to provide entertainment both inside of the restaurant and outside on their patio. These spaces could be rented out by students to hold private events such as for Greek life and on-campus organizations. Butterbird could create a three-tier event party pack including the space, different types of food and drinks, and access to entertainment options.
3. **Soft Serve Social:** Butterbird is one of the only restaurants in Madison with a soft serve machine. We recommend that it hones in on this unique offering through hosting events like a soft serve social with student organizations and partnering with student orgs during freshman orientation. For the socials, it could either provide free soft serve coupons or have a discounted soft serve night.



Promotions & Partnerships Recommendations

1. **Partner with the Alumni Association:** Every year the Alumni Association hold events like the Homecoming Parade and the Lake Street Bash which have hundred of students in attendance. This could help with brand awareness as Butterbird could pass out coupons during the parade and have a table that gives out food or prizes at the Bash. The Lake Street Bash also has a raffle with gift baskets made up with gifts from local businesses. Butterbird could donate a gift card and merchandise to go in one of them.
2. **NIL Partnerships:** Looking at partnering with various college athletes at the University of Wisconsin through NIL could be beneficial in order to expand the reach through social media. UW Athletics is partnered with Altius Sports Partners who helps athletes meet companies and brands that are interested in working with them. While students in the questionnaire mentioned that they do not actively choose restaurants because of sponsored posts, there is still an opportunity to use the athlete to reach thousands of followers who many not hear about the brand elsewhere. Followers of athletes are typically fans who are looking to come to campus to attend a game, and so reaching them through social media posts can put Butterbird in their minds before they even step foot on campus.

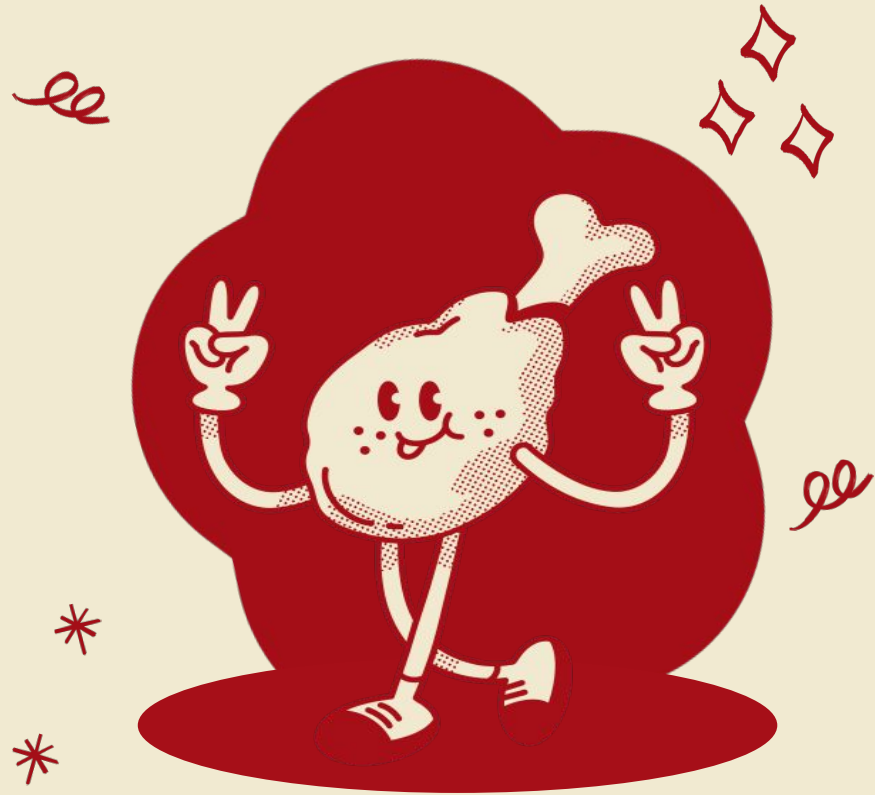


Social Media Recommendations

1. **Define Brand Voice and Aesthetic:** Cultivating Butterbird's "modern nostalgia" brand voice is essential for a cohesive identity across platforms, reflected in language and visuals. To ensure brand recognition, Butterbird should use a consistent color palette and style, including reds and whites, across Instagram, Facebook, TikTok, and possibly Twitter. The focus should be on high-quality images and captivating captions showcasing the restaurant's unique atmosphere and features like the bar and soft-serve ice cream. (Mockup included in appendix)
2. **Content and Event Calendar:** Developing a content calendar that aligns with the UW calendar, highlighting key events like orientation, homecoming, exams, and football games is essential. Additionally, Butterbird should plan posts around meal times to maximize visibility and make an event calendar easily accessible across all socials and its main website.
3. **Engage with Students:** Actively engaging with students will be a pivotal aspect of Butterbird's social media strategy. Utilizing polls, quizzes, and questions will foster interaction and community building. Sharing user-generated content when students post about their Butterbird experiences will add authenticity to the brand. Collaborating with local student influencers will further promote Butterbird and enhance its connection with the student community.
4. **Analytics and Adaptation:** Regularly analyzing social media insights will allow Butterbird to understand what content resonates the most. The restaurant must then adjust its strategy based on the performance of posts on each platform.

Key Takeaways & Learnings

1. It is important to conduct primary research in order to get focused, relevant opinions.
2. We can't assume that every restaurant will cater to students' needs, especially if they are not the primary market.
3. Opening a new restaurant offers many opportunities but experimenting after opening is important.
4. We can't wait to eat at Butterbird!



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Thank you!

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{Following slides include Appendix}

Student Customer Reviews *

*general info *student reviews	Events	Customer service/ experience	Promotions	Food and Bev
Raising Cane's	Partners with campus organizations for fundraising events	Restaurant always dirty, filled with crackheads Order ahead and it's super convenient to pick up	Doesn't accept red card	Yummy toast Soggy fries Very popular Canes sauce Lemonade too sugary

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Student Customer Reviews

Der Rath/ Sett	<u>Sett Events</u> Host bands (live music) They have trivia nights and live music some nights. Have shows and live bands. Almost always background music and big Tvs to watch sports. Good place to have a fun night, eat good food, and listen to live music <u>Der Rath Events</u> Cozy and chill food and study place This is a conveniently located spot by the water in the Union Terrace building.	<u>Sett Customer Service/Experience</u> Great views of the lake/terrace Great place to hand and/or study Wonderful Staff food options at certain times Ex: only appetizers after 7PM Table was sticky and unclean Gets too cold when they leave the doors open to the patio during colder times of the year (multiple complaints) <u>Der Rath Customer Service/Experience</u> It took 30 mins to get my order, and I got a cold stacked burger and tater tots. It was terrible—very inefficient service. Never coming back. Sett pub but a little bit worse.	<u>Sett Promotions</u> Serves exclusive drink and tap menus every night 8pm-close Accepts wiscard Doesn't accept red card The fact that they take wiscard is a good enough reason for me to go and eat there <u>Der Rath Promotions</u> Food is kind of bland and price is somewhat high for the quality. Very high price for very average food.	<u>Sett Food and Bev</u> Vegan options At least 5 reviews felt it was expensive for a bar Limited food options at certain times Ex: only appetizers after 7PM Limited food options. Almost solely chicken tenders and fries A little overpriced for a college student Food is flavorful, juicy, and fresh Too few plant based options <u>Der Rath Food and Bev</u> Haven't been here in a few months, recently changed their chicken tender and fries. Now they are okay at best.

Student Customer Reviews

State Street Brats	<u>Events</u> Hired for graduation - staff was super helpful/friendly, food was amazing Quick and helpful management for sorority formal Best place to watch games Good day drinking spot Can reserve food truck to be present at offsite events	<u>Customer Service/Experience</u> Classic college pub experience Super helpful staff during grad party Patio is very popular Upstairs and outside are nice to sit in Very friendly and cool atmosphere Usual college bar atmosphere. Very busy during game days Hasn't updated much so alumni are always pleased when they return	<u>Promotions</u> Thursday night deals Good deals on food Expensive prices for sad salads Flip night deals Doesn't accept red card Food and drink specials every day Tuesdays 8pm-close: State Street Brats iconic special: Call the coin flip correctly and receive <i>75% off your entire drink order</i> Wednesday night trivia night Mug Mondays \$12 Bottomless cup Thursday night Live music Fridays	<u>Food and Bev</u> Found plastic in salad Fries were stale/cold No vegetarian options Less bang for your buck compared to Terrace Average quick bite Food always tastes good (goes almost every day for lunch and sometimes dinner) Jello shots, claw machine w/ white claws
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Student Questionnaire



Marketing 460

Start of Block: Default Question Block

Are you a UW-Madison student?

- ☐ Yes
- ☐ No
- ☐ I recently graduated

What year in school are you?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate
- ☐ Recent Grad

How often did you eat out at fast-casual restaurants?

- ☐ Never
- ☐ 1-2 Times a Week
- ☐ 3-5 Times a Week
- ☐ 6+ Times a Week

What do you prioritize when choosing where to eat? (1- Top Priority; 7- Lowest Priority)

- ☐ Price
- ☐ Food Quality
- ☐ Deals
- ☐ Events
- ☐ Customer Service
- ☐ Location
- ☐ Vibe

What qualities would draw you to a restaurant on Regent St? Select all that apply.

- ☐ Gameday
- ☐ Good Weather
- ☐ Patio Option
- ☐ Quality Food
- ☐ Location of Residence

What dietary options do you look for when looking at a menu?

How important is it that a restaurant accepts other forms of payment (e.g., Wiscard, Red Card, etc.)

- ☐ Not at all important
- ☐ Slightly important
- ☐ Neutral
- ☐ Very important
- ☐ Extremely important

How often do you look at the events the restaurant hosts? (e.g., Trivia, Karaoke, Live Music, etc.)

- ☐ Never
- ☐ Sometimes
- ☐ About half the time
- ☐ Most of the time
- ☐ Always

What events are you most likely to attend?

How important is a restaurant's promotion via the following channels? (1- Most important; 5- Least important)

- ☐ Athlete Promotion
- ☐ On Campus Event Presence
- ☐ Social Media Presence
- ☐ Student Ambassadors
- ☐ Handouts (Coupons)

What is the most you are willing to spend at a fast-casual restaurant?

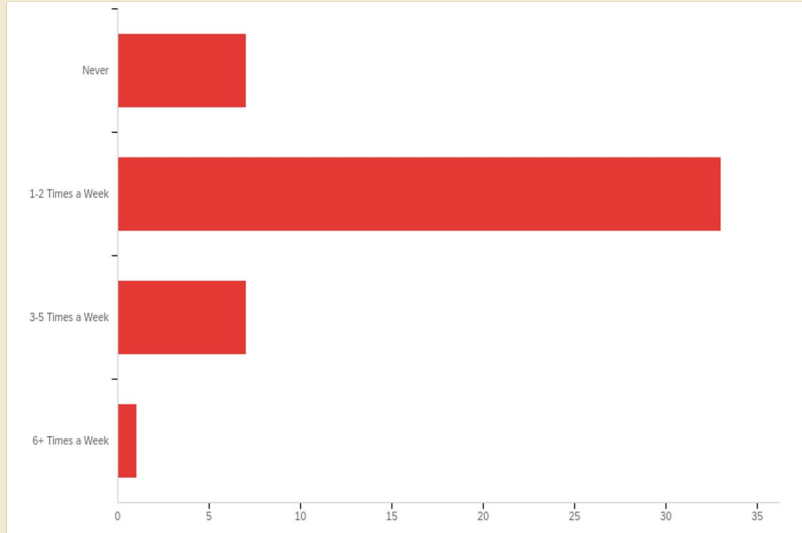
- ☐ \$0-\$5
- ☐ \$5-\$10
- ☐ \$10-\$15
- ☐ \$15-\$20
- ☐ \$20+

End of Block: Default Question Block

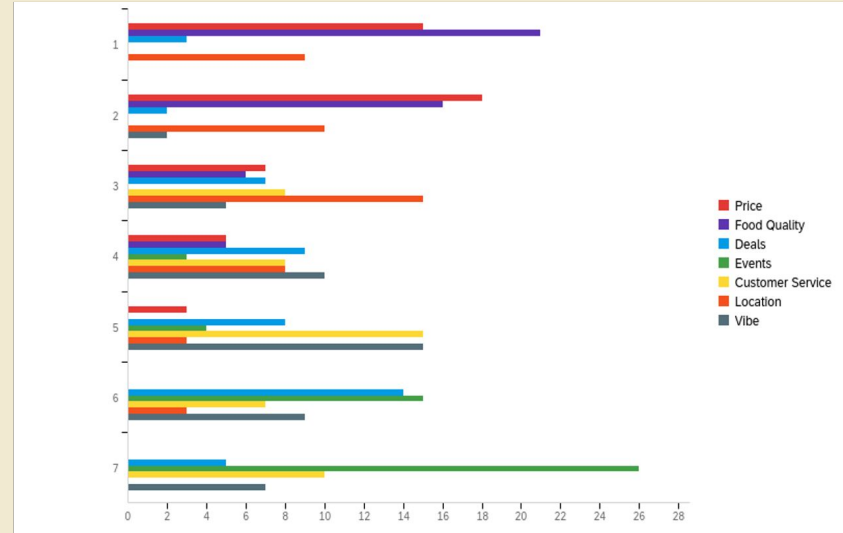
Student Questionnaire - Responses



Q4 - How often did you eat out at fast-casual restaurants?



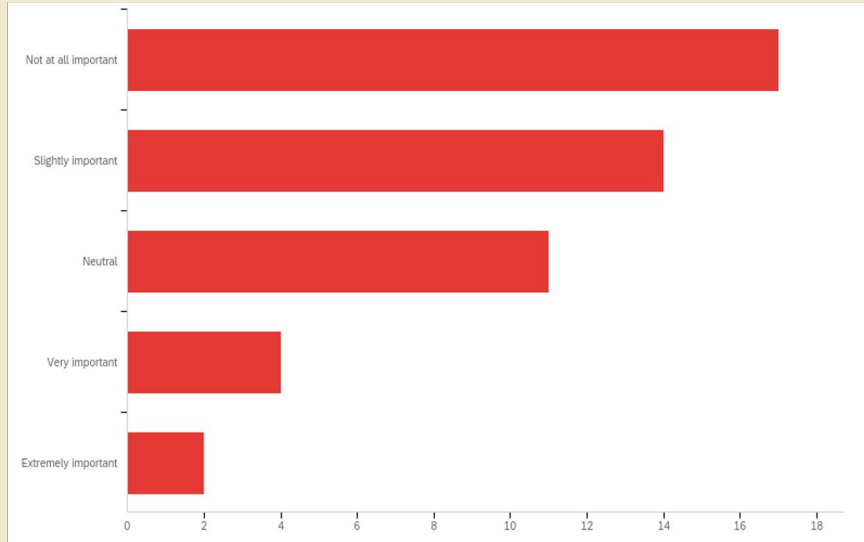
Q5 - What do you prioritize when choosing where to eat? (1- Top Priority; 7- Lowest Priority)



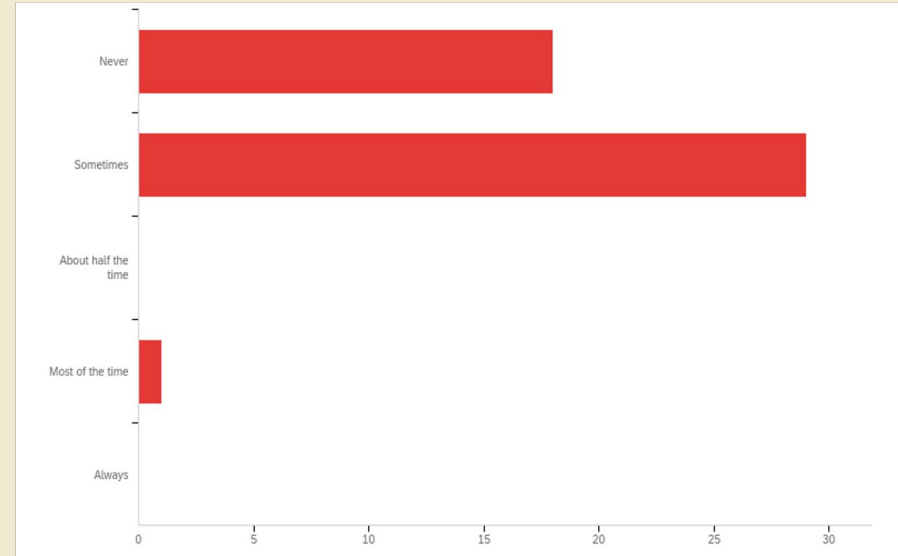
Student Questionnaire - Responses



Q6 - How important is it that a restaurant accepts other forms of payment (ie. Wiscard, Red Card, etc.)



Q7 - How often do you look at the events the restaurant hosts? (ie. Trivia, Karaoke, Live Music, etc.)



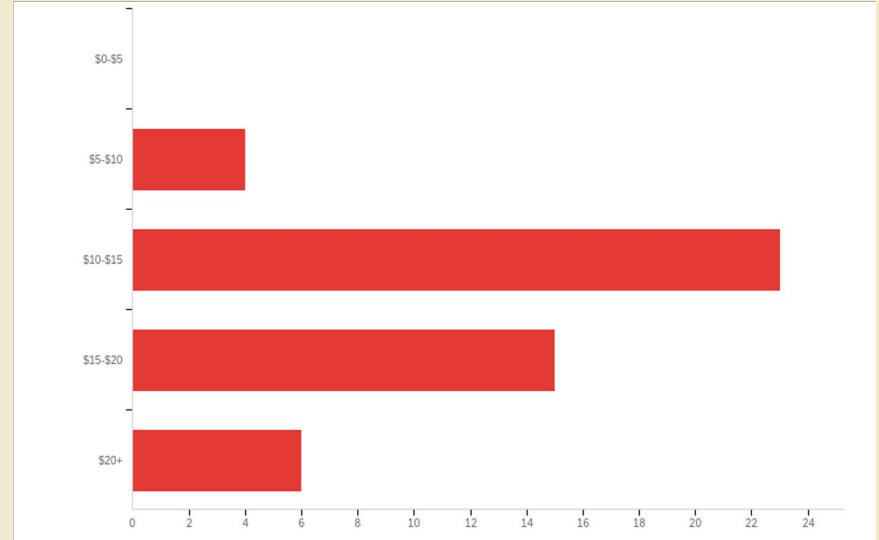
Student Questionnaire - Responses



Q8 - What events are you most likely to attend?



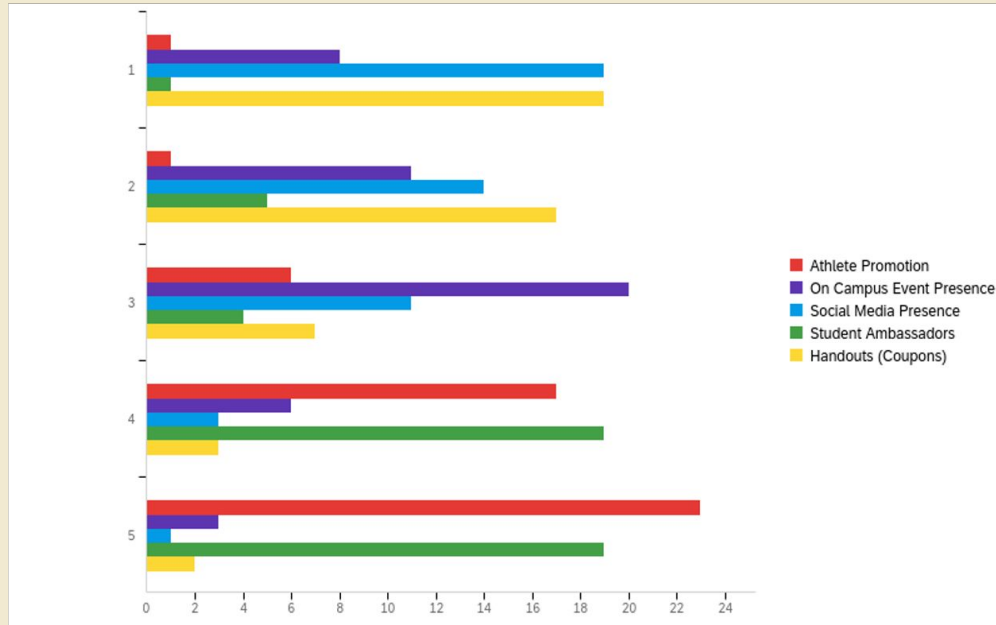
Q9 - What is the most you are willing to spend at a fast-casual restaurant?



Student Questionnaire - Responses



Q10 - How important is a restaurant's promotion via the following channels? (1- Most important; 5- Least important)

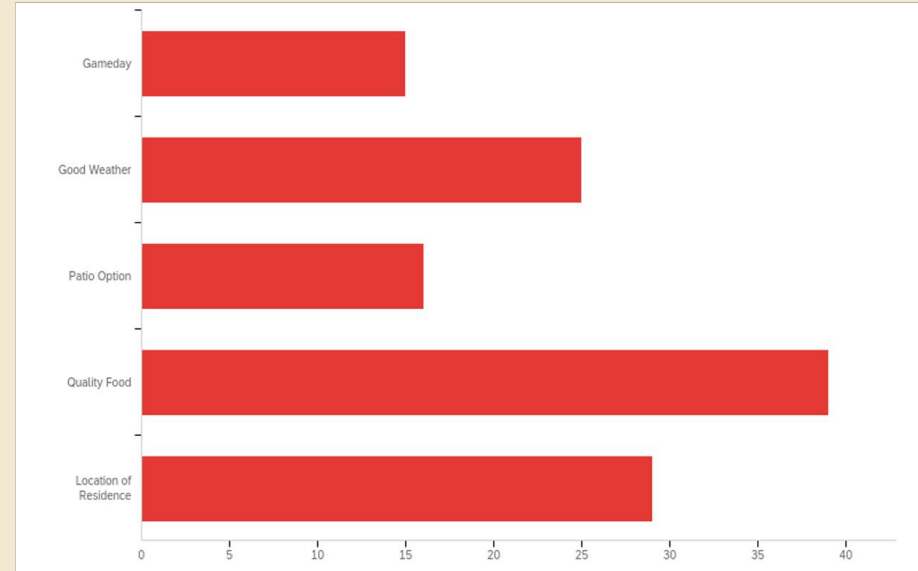


Student Questionnaire - Responses

Q11 - What dietary options do you look for when looking at a menu?



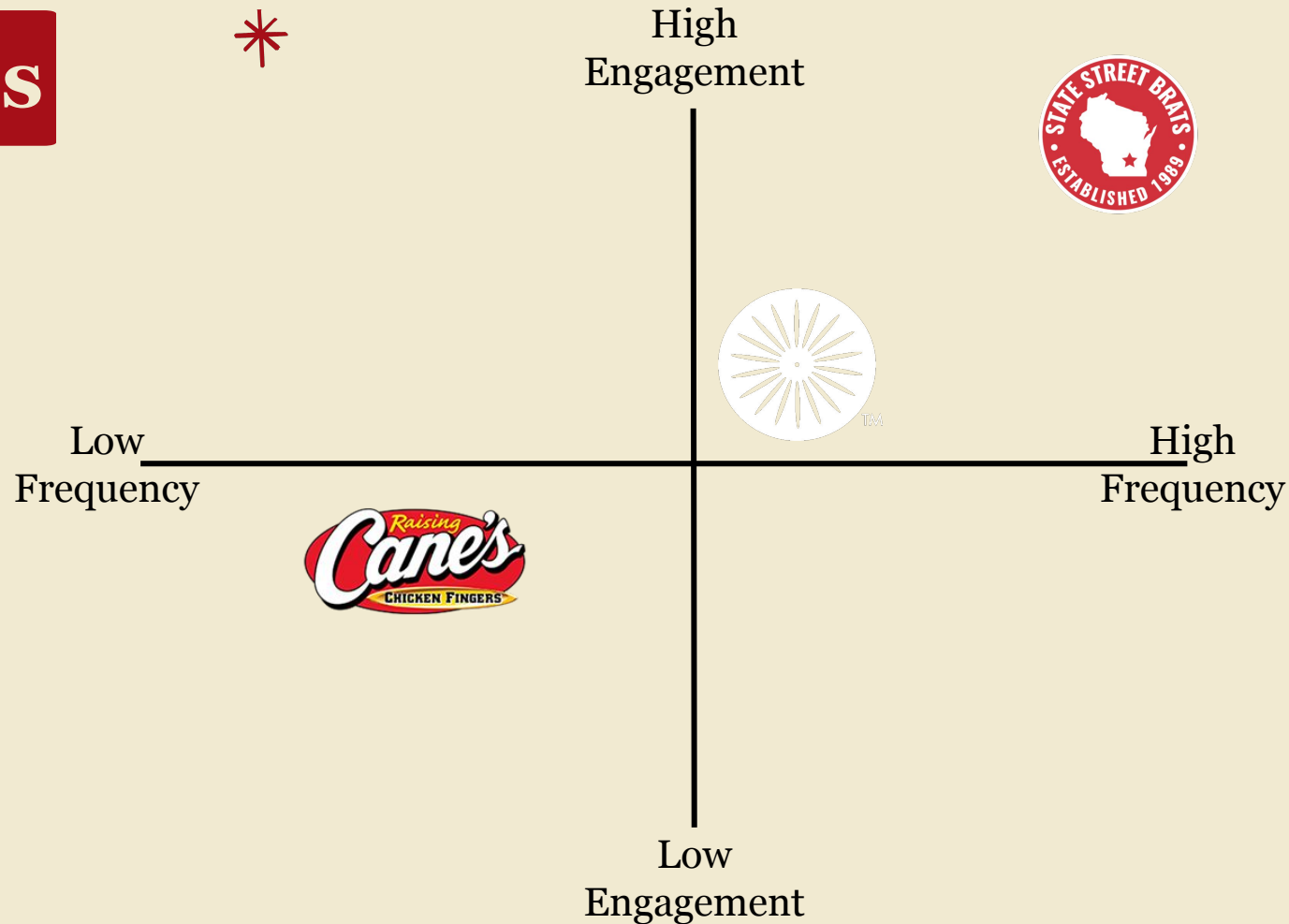
Q12 - What qualities would draw you to a restaurant on Regent St?
Select all that apply.



Promotions

Looking at promotional deals and activities.

- **Raising Cane's** does not offer many promotions or deals which result in little engagement.
- **Rathskeller/Sett** both offer some promotions and see some of the student population in attendance.
- **State Street Brats** offers many promotions and see a lot of people in attendance.



Customer Service & Experience



Looking at customer service and dining experience.

- **Raising Cane's** being fast food means there is less attention on how customers are being served.
- **Rathskeller/Sett** offer great experiences for customers but don't offer great service after initial order.
- **State Street Brats** offers a fun experience and has a staff that is willing to help customers.

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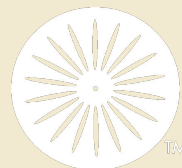
Bad
Experience



Great
Service



Great
Experience



Bad
Service



Menu Selection

Looking at menu selection, quality, and price.

- **Raising Cane's** has a very limited menu but is reasonably priced for what they receive.
- **Rathskeller/Sett** offers a wide range of menu options while being priced pretty reasonably.
- **State Street Brats** offers a variety of food options while being very reasonably priced for the quality of food.



Events & Offerings

Looking at events, social media promotions, and other community offerings and engagement.

- **Raising Cane's** does not offer any sort of events.
- **Rathskeller/Sett** offer events and activities but only see some of the student population.
- **State Street Brats** hosts many events and sees a large amount of people in attendance.

Infrequent

Highly
Attended

Frequent



Rarely
Attended



Social Media Mockup



Potential Instagram
feed aesthetic and
content

