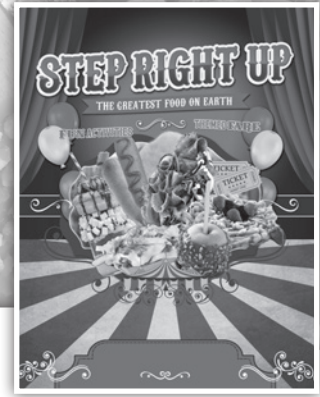


STEP RIGHT UP

THE GREATEST FOOD ON EARTH



Start-Up Sheet

Promotion Overview

The start of the fall year: It's the perfect time to get creative, capitalize on beautiful weather and offer one-of-a-kind experiences that your customers remember all year long. Cue our **STEP RIGHT UP** promotion, which is sure to be a larger-than-life dining showcase event!

STEP RIGHT UP is perfect for drawing customers in with all the whimsy, excitement, grandeur and awe of a classic carnival. Throughout the promotion, you'll offer fair food favourites; let students, faculty and staff try their luck at festival-inspired games and more. Plus, the promotion pairs perfectly with several of our Pop-Up Events and Trending Tastes, like Haute Dogs and Toss Popcorn Bar.

Get ready to welcome students back with a celebration under the Big Top!



Target Audience

- Students
- Faculty & Staff
- University Visitors



Objectives

- REINFORCE with students the value and appeal of being on a university meal plan.
- GENERATE interest among students, faculty and staff not currently on a university meal plan.
- INCREASE customer satisfaction while showcasing the many qualities of your dining program.



Strategy

Generate excitement and interest among the entire university population in your **STEP RIGHT UP** promotion. Focus on driving meal plan sales through an engaging combination of signature culinary creations and exciting promotional activities.

Timing:



The **STEP RIGHT UP** promotion can be used as a stand-alone event to augment your annual promotion schedule, or you can use it to enhance one of the core promotions where appropriate.



Promotion Main Event

The primary focus of **STEP RIGHT UP** is to create an exciting buzz around your dining program's ability to keep things fun and creative! It's especially important to keep all of your efforts and ideas focused on a general theme of excitement and whimsy. Like all of your resident dining promotions, this is also an ideal time to highlight the value and benefits of being on a voluntary meal plan.

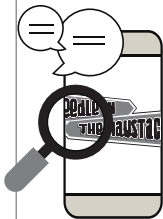
- Create a stir by hosting a complimentary tasting or "food pairing" and invite students to sample mini or bite sized versions of some of the fare they can expect to see during the promotion.
- Remember to engage all of your students' senses! Arrange to have themed or corresponding music playing throughout the dining area to really help set the carnival scene.
- Encourage students to get involved by asking for their input prior to your promotion. Find out what they want to see and eat, and do your best to accommodate their choices and event suggestions.
- Use props for support! You can choose to highlight any location that you wish to find decorations and giveaways to add color to your promotion.

Promotion Activities

Use your **STEP RIGHT UP** promotion to feature the delicious foods your program offers. Remind them that while this is a special promotional event, great food and service are always "on the menu" in resident dining.

Following are some unique activity suggestions that will enhance your **STEP RIGHT UP** promotion:

- Host a **After-Hours Carnival Extravaganza** on your university green, complete with "fair food favorites" like chili cheese dogs, gyros, potato pancakes and funnel cakes doused in powdered sugar. Set up games and activities for a most upbeat event!
- Let the best guess win at you **Guessing Booth!** Fill a jar with festival-themed goodies like candies or "admit one" tickets. Then, have students guess how many are in the jar. The student who guesses the closest to the actual number without going over receives a prize.
- Reinforce your commitment to students' health and well-being by inviting your university community to partake in a spirited **Pep in Your Step** aerobics class. Participants will use step platforms to perform body-burning exercises like lunges, planks and twists.
- Get ready for a social media-inspired prize pursuit! Throughout the promotion, announce **Needle in the Haystack** days on social media to put a modern twist on a classic game. On these days, hide prizes, redeemable certificates or the like in various parts of your dining hall. Ask those students who find the prizes to document the fun on social media.



- For **Prize Punch**, adhere approximately 20 cups to a board or wall for so that the bottom of the cup is fastened to a flat surface. Insert pieces of paper in each cup, writing a prize description on each. Then, cover the top of the cup with material that can rip easily, such as a few layers of thin tissue paper or plastic wrap. Invite a select number of students to "punch" through one of the cups for their chance to win the prize written on the paper insert.
- Caramel apples are a festival favorite! Set up an apple dipping station during the promotion where students can decorate their own sweet treats.

Promotion Resources

Please visit the **Marketing Templates Section** of the **Promotions Link** on **Sodexo Net** for a variety of additional tools you can use to promote the **STEP RIGHT UP** promotion.

NEED TO ORDER ADDITIONAL PRINT MATERIALS?



Visit Sodexo Print Management by accessing the Universities Marketing page on Sodexo Net.



8.5 X 11 MINI POSTER



8.5 X 11 TIME DATE POSTER



DIGITAL SCREENS



STUDENT HANDOUT



DESKTOP PRINT LARGE NAPKIN

SMALL AND LARGE NAPKINS ARE DESKTOP PRINTER FRIENDLY (8.5 X 11). CONTACT TAYLOR PRINT IMPRESSIONS (FORMERLY CURTIS 1000) TO ORDER.



SOCIAL MEDIA TOOLS

Staff Involvement

Involving your staff in the early planning stages of your event is key. Get them excited about what's in store so they can reinforce with your university community the value and appeal of being on a meal plan. On the right are a few suggestions on creative ways to motivate your team during the **STEP RIGHT UP** promotion.

- Hold a random drawing during the promotion to provide **STEP RIGHT UP**-themed prizes to lucky staff winners, like games, circus/carnival or event tickets.
- Recognize those staff members who present creative concepts (like cross-planning ideas) throughout the promotion during daily huddles.
- Host a Menu Sampling Break to give your team a firsthand taste of your promotion's culinary creations, such as the delicious features you concoct for your Ultimate Hot Dog Bar.

Promotion Feedback

We've provided a number of outreach tools that you can use to obtain valuable feedback from your customers regarding their **STEP RIGHT UP** experience. Whether you conduct more formal focus groups or simply have students complete the Promotion Feedback Survey, you should use every opportunity you can to gauge student satisfaction with your event.

ELECTRONIC TOOLS



FEEDBACK NAPKIN INSERT

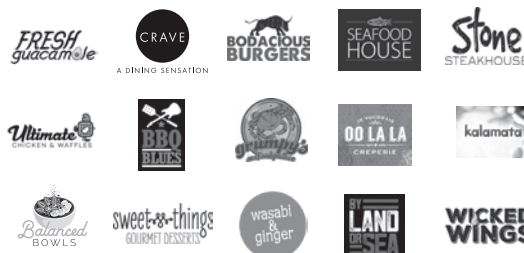
Timing



We suggest using the Feedback Napkin Insert at or near the end of the **STEP RIGHT UP** promotion and for at least one week after the completion of the event.

Maximizing Your Promotion

The **STEP RIGHT UP** promotion pairs perfectly with our Pop-Up Events and Trending Tastes, like Haute Dogs and Toss Popcorn Bar. Strategically incorporate these highly engaging culinary offerings into **STEP RIGHT UP** events for an added dose of excitement in your promotional activities.



sodexo

It all starts with the everyday