



Start-Up Sheet

PROMOTION OVERVIEW

In the jungle, the mighty jungle... tasty flavors reign supreme. Fall is an excellent time to experiment with bold flavors and unique tastes. Take your university community on a wild culinary safari! Kick off the semester by showing off the outrageously delicious side of your dining program.

During the promotion, guests will have a chance to sample South American-inspired recipes, take a "safari" across campus and more. Between the palate- and planet- pleasing options, students are sure to find an exciting "EAT-cosystem" worth exploring and celebrating. Read on to find more information about this core promotion and what you can do to bring the jungle to life while building community on campus this fall.

TIMING:



GREAT EXPEDITIONS

This promotion begins on **August 29, 2022** and ends on **November 18, 2022**.

DiSHiNG OUT DREAMS

SWEEPSTAKES

SWEEPSTAKES TIMING

The Sweepstakes will run all fall long, beginning on **August 29, 2022** and ends on **November 18, 2022**.

★ **PLEASE NOTE:** This year, both core promotions (GrEAT Expeditions and Imagine That!) will run from **August 29th** to **November 18th**.

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 **GrEAT Expeditions** promotion. Focus on driving meal plan sales through the engaging combination of signature culinary creations and exciting promotional activities.

PROMOTION ACTIVITIES

Following are some unique activity suggestions that will enhance your **GrEAT Expeditions** promotion:



FUTURE 50 FOODS SHOWCASE

Host a **Future 50 Foods** takeover event to spotlight ingredient biodiversity. You might choose to put a plant-based twist on your campus classics or try completely new recipes for customers to sample. Go the extra mile by working with frontline and hourly team members on unique ways to communicate Sodexo's **Future 50 Foods** involvement to your customers. You might try posting interesting facts on LCD screens or putting information on or inside takeout bags/containers.

SUCCULENTS & SUPERFOODS

Host a special event where students can pot and/or decorate their own succulents—perfect for cheering up their living spaces while paying homage to the environment. At the event, serve brightly colored tropical superfoods like avocado and kale salads, **Balanced Bowls** and blueberry açai smoothies. Students can vote for their favorite bowl or smoothie on Instagram for added social media engagement. Be sure to abide by any campus policies for having live plants in rooms so on-campus resident attendees can safely bring their creations back to residence halls.

Fresh-Pressed Juice & Smoothie BAR

Show your campus community why fresh juices and smoothies are “top banana”! Get creative by featuring special ingredients and spices—even edible flowers—to surprise and delight.



Did you know that rainforests stretch across over half of the entire area of Brazil, according to brazil.org? Host a tropical, Brazilian-inspired dinner complete with everything from barbecued meats to fried sweet bananas. Level-up by making this an event from **The Social: Dine** and decorate the dining hall with décor like colorful streamer “vines,” leaves and palms, Brazilian flags and more.



Hand out themed passports at the start of the promotion and criteria for earning a “stamp.” Ways to earn one

could include attending a campus sporting event, going to a club meeting or intramural activity, trying different dining locations, etc. Students could win a special themed prize or dining credit when the passport book is filled. Go the extra mile by tacking on a **Mindful** scavenger hunt, during which students engage with **Mindful** dining location(s) and other wellness-facing elements of campus for a chance to win **Mindful** swag. Tip: New **Mindful** health and wellness messaging and resources can be found on [Sharepoint](#).

Fair-Trade Bake Sale



Pay attention to your campus's dedication to fair-trade programming by cross-planning the promotion with your **Fair-Trade Bake sale** in October. Consider volcano “lava cakes” and other desserts. Don't forget the fair-trade coffee!

DISHING OUT DREAMS

SWEEPSTAKES

NATIONAL SWEEPSTAKES

During our fall promotion series, students will have a chance to enter our **Dishing Out Dreams Sweepstakes**. Simultaneously promoting the Sweepstakes and **GrEAT Expeditions** is a wonderful way to boost engagement with a captive audience.

Nineteen randomly selected national winners will receive:

- A **\$575 Best Buy gift card** to purchase choice of a tablet
- A **\$500 donation** in their name to a food-related charity of their choice



Students enter the sweepstakes at:
www.dishingoutdreamssweepstakes.com



Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote your **GrEAT Expeditions** event and the **Dishing Out Dreams Sweepstakes**.

STEP-BY-STEP

The primary responsibility you have for the Sweepstakes is to promote and advertise it throughout the **GrEAT Expeditions** promotion period.

1. Display posters, banners, register cards and window clings, and distribute all other promotional materials, like Student Handouts to direct students to the Sweepstakes microsite.
2. Post messages, animations, videos and more on your LCD screens and social media platforms.
3. Customers will enter and participate in the Sweepstakes by visiting **www.dishingoutdreamssweepstakes.com** and submitting their contact information.
4. All winners will be notified in person and announced at the end of the promotion on the specially created microsite.

DON'T FORGET TO REVIEW THE FALL 2022 ISSUE OF ENGAGE MAGAZINE—IT HAS LOTS OF SWEEPSTAKES PROMOTION IDEAS!

PROMOTION RESOURCES

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote your **GrEAT Expeditions** event.



SOCIAL MEDIA FILES WITH ANIMATED POSTS

NEED TO ORDER ADDITIONAL PRINT MATERIALS?



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

STAFF INVOLVEMENT

Motivated employees contribute to greater guest satisfaction. Here are just a few creative ways to motivate your team during **GrEAT Expeditions**:

- Get your employees in the spirit of your event by asking them to dress up in a costume reflective of a safari adventure. They can dress up as their favorite animal or wear safari-type gear like khaki colored clothing, hiking boots, fishing vests, cowboy or straw gardening hats, binoculars, utility belts etc.
- Before the promotion begins, have staff members sample the dishes you intend to serve and score each food item according to pre-established criteria, like the EAT method (execution, appearance, taste).
- Celebrate the contributions of your employees! When a team member goes above and beyond to ensure the promotion's success, recognize them publicly during daily huddles or a special staff event.
- Get staff members involved in your event by asking for their suggestions on making the promotion experience even better for your students. They'll be more motivated to deliver an outstanding performance if they know you listen to their voices.
- Invest in a **GrEAT Expeditions** themed grand prize that you raffle off at the end of the promotion. Every time you recognize an employee for their contributions to the promotion, (s)he will receive one raffle ticket.

PROMOTION FEEDBACK

Whether you conduct more formal focus groups or have students complete the digital surveys, you should use every opportunity you can to gauge student satisfaction with your **GrEAT Expeditions** event. Also, please be sure to share your feedback with us.

ELECTRONIC TOOLS



FEEDBACK NAPKIN INSERT

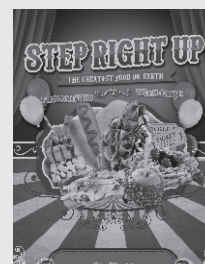


TIMING

We suggest using the Feedback Napkin Insert at or near the end of the **GrEAT Expeditions** promotion and for at least one week after completing the entire event.

MAXIMIZING YOUR PROMOTION

The GrEAT Expeditions promotion pairs perfectly with other promotions and events from our lineup such as **Snack tiME**, **Staycation** or **Trending Tastes: Twisting Terra Whole Grains**, **Step Right Up**, **Let's Dish: Recipes From Home** and more!



Trending Tastes

Twisting Terra
WHOLE GRAINS

Let's Dish
RECIPES FROM HOME



Remember to review the fall 2022 issue of **Engage** magazine for additional ideas on how to maximize your promotion!

sodexo

It all starts with the everyday