

# Start-Up Sheet

## PROMOTION OVERVIEW

Invite your students to unleash their imaginations in this fantasy-inspired dining showcase event. In addition to fascinating mash-ups and build-your-own bars with incredibly delicious food combinations, students will get the chance to play with their culinary skills and knowledge.

Of course, no magically charged promotion would be complete without a costume party—and it doesn't have to be just for customers! Encourage your frontline and hourly team members to dress as their favorite mythical or fairy tale character and watch the creativity soar! Read on to find more information about this core promotion and what you can do to bring the magic to life while building community on campus this fall.

## A FANTASY DINING SHOWCASE

### TIMING:



#### IMAGINE THAT!

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 **Imagine That!** 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 **Imagine That!** promotion:



This promotion is all about dreaming up the boldest, craziest and fan-tastiest options imaginable. Throughout your dining showcase event, feature build-your-own options that dispel any preconceived notions of what's been served before. Think about turning dinner on its head with a breakfast theme,

featuring build-your-own oatmeal, parfait and waffle bars with interesting and unique sweet and savory ingredients.



Promote your event in conjunction with Kitchen Academy, having chefs teach students inventive and creative cooking techniques. You'll want to ensure that any ingredients and appliances your

chefs use are items that students will have access to outside of the dining hall, so they can easily replicate these dishes and everything else you demo, no matter the living spaces.



Let students' imaginations run wild during a late autumn masquerade! Students can don their favorite fairy tale or fantasy attire, and you can award prizes to the best dressed. Go beyond expectations by serving a variety of themed foods that draw inspiration from popular fantasy movies or fairy tales, like yogurt-covered pretzel "magic wands." You can even engage a local caricature artist or artistically inclined professor or student, having them create fun keepsakes of an imaginative evening. Cross-plan with the Halloween event from our Holidays & Celebrations portfolio, if your campus celebrates it.



Ask your campus' registered dietitian (if you have one) or marketing manager to poll students on health and wellness questions that can make their imaginations run wild! Post videos of the live polls on Instagram reels or stories.



If your campus celebrates Halloween, set up a walk/run with an "entry fee" of extra meal swipes to participate and benefit Swipe Out Hunger, too! Students can dress in their craziest, most imaginative costumes for the race.



Include a fill-in-the-blank mural on an open space in or near the dining hall during the promotion. Allow customers to write their responses, indicating the things they can't imagine life without. This is a great way for them to practice gratitude and give themselves a little mental health boost to carry them through the semester.



This promotion is an opportune time to shed light on the lesser-known food facts students would never imagine! For example, you might spotlight how much—or how little—sugar is in certain foods or the health benefits of some items that they wouldn't necessarily expect. Team up with your campus dietician (if you have one) and/or a campus Intern to choose the most relevant and appropriate content. You can also extend your messaging to include other important facts, like those about hunger and/or sustainability that reflect our Corporate Social Responsibility themes. Remember that you can always refer to the signage for fun food facts found on [Sharepoint](#).

# 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 **Imagine That!** 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 **Imagine That!** 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 **Imagine That!** 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 **Imagine That!** 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 **Imagine That!**:

- Get your employees in the spirit of your event by asking them to dress up in their favorite mythical, mythological or fairy-tale costume. They can choose a character from their favorite book or movie, or any other mystical creature such as a fairy, ogre, wizard, witch, mermaid, centaur, leprechaun, unicorn, zombie, vampire and more!
- 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 an **Imagine That!** 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, they 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 **Imagine That!** event. Also, please be sure to share your feedback with us.

### ELECTRONIC TOOLS



FEEDBACK NAPKIN INSERT



### TIMING

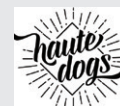
We suggest using the Feedback Napkin Insert at or near the end of the **Imagine That!** promotion and for at least one week after completing the entire event.

## MAXIMIZING YOUR PROMOTION

The **Imagine That!** promotion pairs perfectly with other promotions and events from our lineup such as **snacktiME**, **Big City Bites: New Orleans**, **Kitchen Cameos** or **Trending Tastes: Toss Popcorn Bar**, **Haute Dogs** or **Flip Pancakes**.



*Trending Tastes*



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