

GOOD DAY FOR HOLIDAYS & CELEBRATIONS

WELCOME TO SODEXO'S HOLIDAYS & CELEBRATIONS MARKETING GUIDE

This guide provides you with an overview of the available resources you can use to capitalize on various holidays and event celebrations already being advertised and promoted nationally. The portfolio of featured events includes not only traditional holidays but also some university-specific celebrations that you can leverage as part of your overall marketing plan. All promotion materials are customizable, giving you the necessary flexibility to create offers that best fit your individual needs. Best of luck in maximizing your university holidays and event celebrations.

F
A
L
L

2
0
1
8





WHY CELEBRATE THESE EVENTS?

The featured holidays and event celebrations most likely represent fun times for your customers and are usually well promoted in advance of the targeted dates by national retailers and consumer product companies. Capitalizing on this momentum can help you:

- **REINFORCE** with students the value and appeal of being on a university meal plan.
- **INCREASE** traffic, check average and overall sales in your university retail locations.
- **INCREASE** frequency of visits per customer.
- **INCREASE** customer satisfaction while showcasing the many qualities of your dining program.

TARGET AUDIENCES

STUDENTS
FACULTY & STAFF
UNIVERSITY VISITORS
LOCAL CUSTOMERS

TIMING

Please refer to the **PLANNING CALENDAR** provided in your promotion kit or the **RESOURCES SECTION** of the Promotions Link on Sodexo Net for the recommended timing of the various holidays and event celebrations.

FEATURED HOLIDAYS & CELEBRATIONS

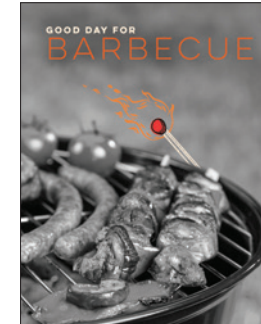
Join in the fun that our "Good Day For..." campaign will offer throughout every holiday and celebration! Playing off the popular saying, "It's a good day to have a good day," this fall's holidays and celebrations promote positivity while encouraging students to engage in traditions associated with a particular holiday or celebration. Use the "Good Day For..." movement to inspire students to be their best. One way is to ask how they plan to do good or have a good day for each holiday or celebration. Doing this will make the campaign actionable and memorable for all participants.



WELCOME BACK
DATE TBD BY LOCAL UNIT



**FACULTY & STAFF
APPRECIATION DAY**
DATE TBD BY LOCAL UNIT



BBQ FUN
DATE TBD BY LOCAL UNIT



HOMECOMING
DATE TBD BY LOCAL UNIT



FALL FUN
DATE TBD BY LOCAL UNIT



WORLD FOOD DAY
OCTOBER 16, 2018



HALLOWEEN
OCTOBER 31, 2018



THANKSGIVING
NOVEMBER 22, 2018



WINTER HOLIDAY
DATE TBD BY LOCAL UNIT



**NATIONAL MEAL
PLAN DAY**
DATE TBD BY LOCAL UNIT

HOLIDAYS &
CELEBRATIONS



TOOLS

The holidays and event celebrations in our portfolio include a variety of customizable electronic tools you can use to create awareness and drive participation in your university event. Please refer to the Promotions Link on Sodexo Net to access these tools. See below for a sampling of available support materials.

GIVE YOUR EVENTS A BOOST

Follow these tips to maximize your holidays and event celebrations and capitalize on the excellent marketing opportunities they offer:

- Think retail even in resident dining. Create special holiday goodies for impulse purchase, such as S'mores for BBQ Fun, Pumpkin Chocolate Chip Cookies for Fall Fun, Apple Pie Cupcakes for Thanksgiving, Gingerbread Hot Chocolate for Winter Holiday, etc.
- Many of the holidays and event celebrations provide the perfect opportunity to showcase our **CRAVE** or **ELITE RESTAURANT** concepts. Use them as a way to add excitement to your promotional activities or even feature them as the highlight of your event.



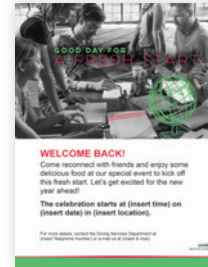
TIME/DATE POSTER



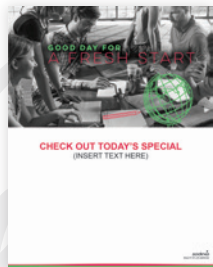
TIME/DATE POSTER



EVENT MINI POSTER



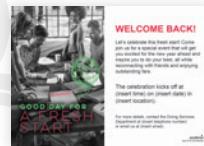
E-BLAST



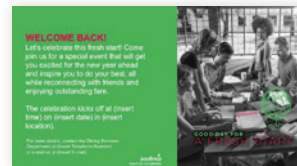
BORDER SHEET



LARGE NAPKIN



SMALL NAPKIN



DIGITAL SCREEN

