



EXECUTIVE SUMMARY

The ultimate goal is to bring more awareness to LUXBAR's expertly crafted bourbon cocktails as well as their unmatched food quality.

Refresh the current customer base by attracting a younger audience in during the week leading to an increase of both bourbon and dining sales.

LUXBAR HISTORY

“The quintessential neighborhood bar”

- Part of the Gibsons Restaurant Group
- Opened in 2005
- Located at 18 East Bellevue Chicago, IL
 - Gold Coast neighborhood
- LUXBAR’s elegant and simple design was inspired by architect Adolf Loos
- Serves fresh, high quality food
 - “From farm to table”
 - USDA Gibsons Black Angus Beef
- Named one of the “Great Bourbon Bars” of 2014

STAKEHOLDERS

- The Gibsons Restaurant Group (GRG) is both a stakeholder and shareholder
 - LUXBAR's success is directly related to the health of the Group.
 - LUXBAR is an asset of GRG and must align with corporate values and missions.
- Customers and employees
 - LUXBAR's continued success will be a positive impact within the relative communities.
- Vendors
 - Food and liquor distributors
- Community
 - Quintessential neighborhood bar
 - Gold Coast



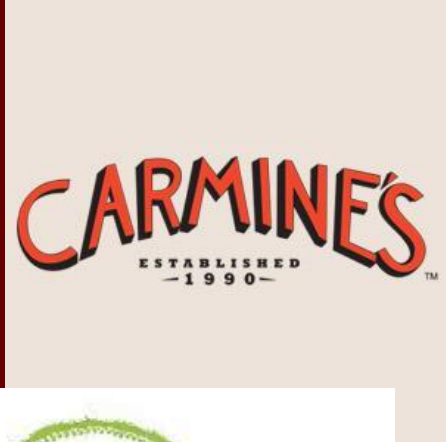
MARKET ANALYSIS

- Saturated market causing diversification
 - Specialty bars, themed bars and craft breweries gaining market share
- Bars/Restaurants servicing experiences, not cocktails alone
- Bars/restaurants chosen for unique atmosphere, personality and experience.
- Appreciation for excellent craftsmanship
 - Willing to pay more if item is unique and experiential.
- Audience loyal to locations and bars/restaurants within those locations

COMPETITORS



HUGO'S
FROG
BAR
&
FISH
HOUSE



Eight Bar
AND PATIO

BOURBON



DIVISION



A photograph of a classic bar interior. The foreground features a checkered floor and a row of black leather bar stools. A curved wooden bar is in the middle ground. The background is filled with shelves of liquor bottles and a cash register. A black banner with white text is overlaid in the center.

TARGET AUDIENCE

ALEX



- Alex (33) is a college graduate and works as an account executive at Ogilvy. He currently lives in Old Town.
- He enjoys his morning runs, dinner with friends, and even a few drinks on the weekends.
- Known as the “foodie” of his group
- To him, if a place is good, the price doesn’t matter. Which is why he is always tasting new places.
- He’s been to LuxBar a few times with friends after work and really enjoys the steak sliders with beer, or whatever drink the server suggests.

STEPHANIE



- Stephanie (26) is a DePaul graduate who shares an apartment in Lincoln park.
- Works as an event manager at Publicis Media.
- Goes to yoga, hangs out with friends, and explores picture perfect places in the city.
- Has a blog about fashion, beauty, and health and considers herself an 'online personality'.
- Enjoys trying new places, but if it's too pricey and not as good, she won't go back.
- When it comes to dinner, she prefers places downtown or in Lincoln park because they have a fun vibe and she gets the best value for her money.

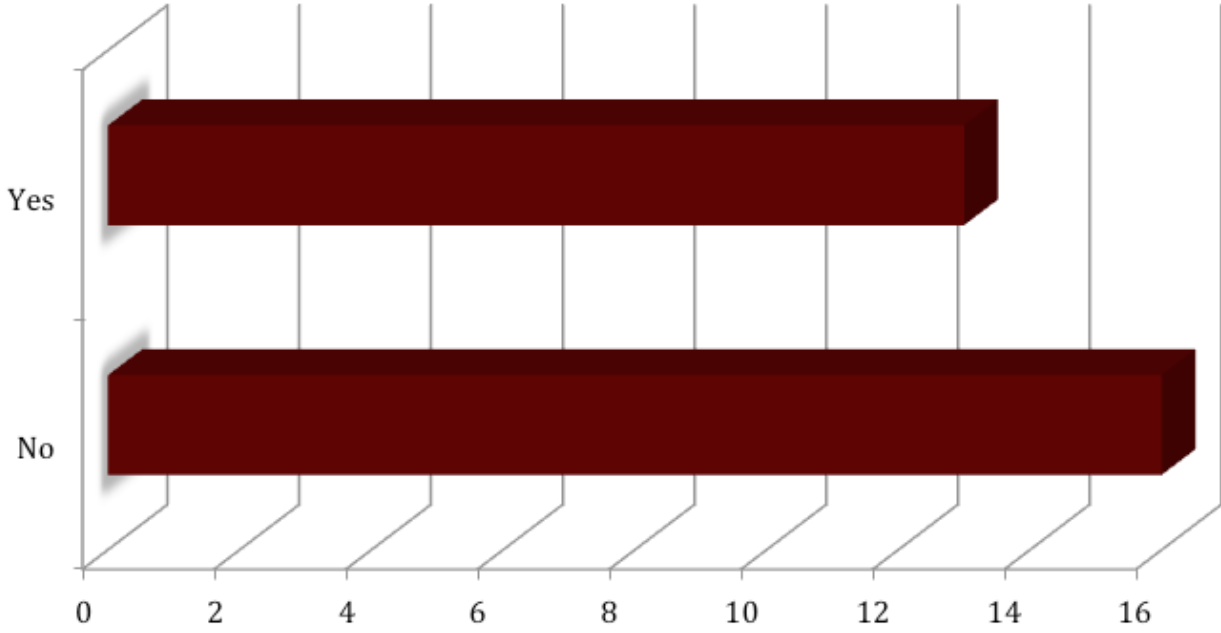
LIFESTYLE

- Hard workers in their respective fields
 - Also within their hobbies and guiding interests (i.e. social reform, environmental interests, ect.)
- Live a fast paced life
- Love to socialize and experience new things
- Enjoy the finer things in life
- Enjoy comfort-American food along with fun, unique cocktails
- Love the city and exploring new, trendy places
- Enjoy traveling

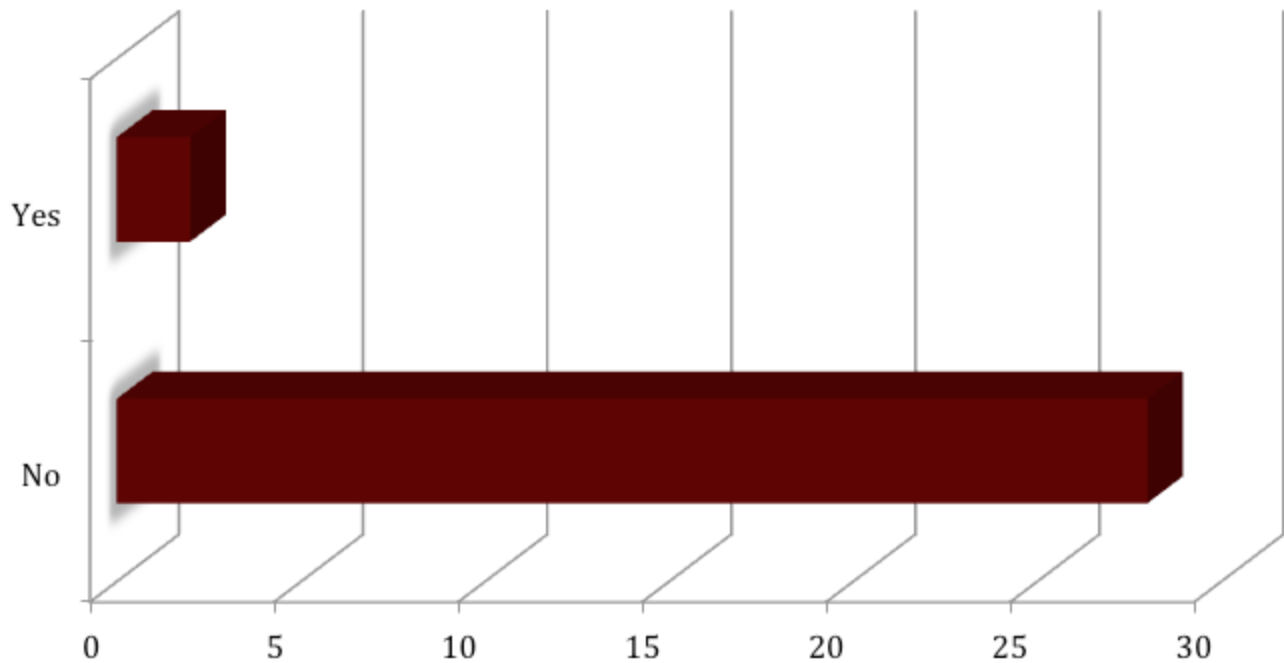
INSIGHTS

- People want to be seen
- Want to be part of the “in crowd”
- Many don't know of LUXBAR's vast bourbon selection
- Customers expect quality and nothing less.
 - Where they dine and what they drink reflects them.
- Service diversifies the market.
 - Great service will receive high marks, while minor mistakes will tarnish reputations.
- Audience craves experiential satisfaction.

Have you ever heard of LUXBAR?



Have you ever gone to LUXBAR



Strengths

- Member of the Gibsons Group
- Strong brand recognition
- Excellent drinks, food and service
- Solid weekend performance

Weaknesses

- 1 of +30 bars/restaurants in area
- Poor street visibility
- Comparably low weekday sales
- Bourbon selection unknown

Opportunities

- Differentiate using bourbon
- Diversify patronage
- Leverage food and drinks
- Brewery tactics with lux

Threats

- Competitors gaining market share
- Traction of breweries/small bars
- Audience not living in Gold Coast
- Price v.s. Value anxiety

KEY PROBLEMS

- Crowded, saturated market
- Shadowed by corner property and around corner
- Weekend dominates while weekday is comparably slow
- Moscow Mule is chosen over staple bourbon drinks

KEY OPPORTUNITIES

- Differentiate from competition utilizing vast bourbon selection
- Attract a younger, loyal audience
- Exploit positive perception of both food and drinks
- Make small bar offerings big time wins

MARKETING OBJECTIVES

- Establish LUXBAR as Chicago's premiere bourbon bar by increasing bourbon sales by 12% by December 31, 2018.
- Increase weekday dining by 8% by December 31, 2018.

STRATEGIES

- Differentiate LUXBAR from competition
 - Present bourbon in a beginner-friendly, yet upscale manner.
- Make bourbon cocktails preferred among younger audiences
 - Changing the perception that bourbon is meant for older, masculine consumers.
- Increase weekday clientele
 - Establish that LUXBAR's personality fits many occasions: casual dining, nights out or even a combination of the two.
- Generate buzz surrounding a pop up bar to reach new customers and bring them into LUXBAR.



SOCIAL MEDIA



- Utilize social platforms to create buzz about our pop-up bar. Our goal is to drop hints and generate buzz during the week on all social sites and incorporate #FindTheBourbon #HideAndSip
 - Twitter
 - Instagram
 - Facebook
- Pop-up bar visitors will also be encouraged to share photos and spread the word. LUXBAR's social accounts will retweet/reblog their photos and respond to their entries.

EMAIL PROMOTIONS

- We also want to start an email list to alert customers of new events, promotions, and send birthday wishes.
 - Use reservation data and customer entry upon visiting our site
 - Keeping them updated on special events helps to reach a larger audience without spending much
 - It's the little things that count
 - Sending a Birthday reminder with a small discount brings people back

ENTRY-LEVEL BOURBON OFFERINGS

- Allows guest to try select bourbons or bourbon crafted cocktails without being intimidated by the overwhelming amount of selection.
 - Presented to guests once being seated in order to push for higher bourbon sales.
 - More likely to choose a bourbon drink.
 - The menu will also include a list of food pairings in order to teach guests how to pair bourbon with different food.



BOURBON FLIGHTS, TUESDAY NIGHTS

- A Tuesday Bourbon flight promotion allows people to sample different bourbons and ease into the larger selection.
 - Start off easy with light to medium flavors that don't seem too intimidating.
 - By hosting this event on Tuesday's
 - It will increase early weekday dining
 - Encourage clientele to visit often to try LUXBAR's extensive bourbon selection.



A photograph of a classic bar interior. The back wall is a large, illuminated display of various liquor bottles. In the foreground, a row of wooden bar stools with black leather seats is lined up against a wooden bar counter. The floor is a black and white checkered pattern. A black rectangular box with the word "CREATIVE" in white text is overlaid in the center of the image.

CREATIVE

PRINT/BILLBOARD



- This is an example of a print ad we would strategically place around the city in the form of a billboard
 - The idea is targeted, neighborhood-centric, high-trafficked areas where our target audience frequents
 - Sides of buildings along the L platform
 - Billboards within city

PRINT/BILLBOARD



- The objective is to showcase different bourbon drinks while maintaining the upscale persona that is LUXBAR.
- Our ads strive to flip bourbon's old, masculine stigma and make bourbon-based drinks approachable, fresh and preferred.

PRINT/BILLBOARD



NO LOWBALLING.

**LUX
BAR**

PRINT/BILLBOARD

MANHATTAN

GOLD COAST.



PRINT/BILLBOARD

FLIGHTS. NO AIRFARE.



TUESDAY. AFTER WORK.



LUXBAR SMALL BATCH: POP-UP BAR



It will:

- Be easy to transport around the city
- Have a small seating area for guests
- Have a selection of popular bourbon drinks
- Give customers a taste of LUXBAR and leave them craving more.

SOCIAL MEDIA



#FINDTHEBOURBO
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#HideAndSip
#LUXBARSmallBatc
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SOCIAL MEDIA

 luxbarchicago
LUXBAR ⋮



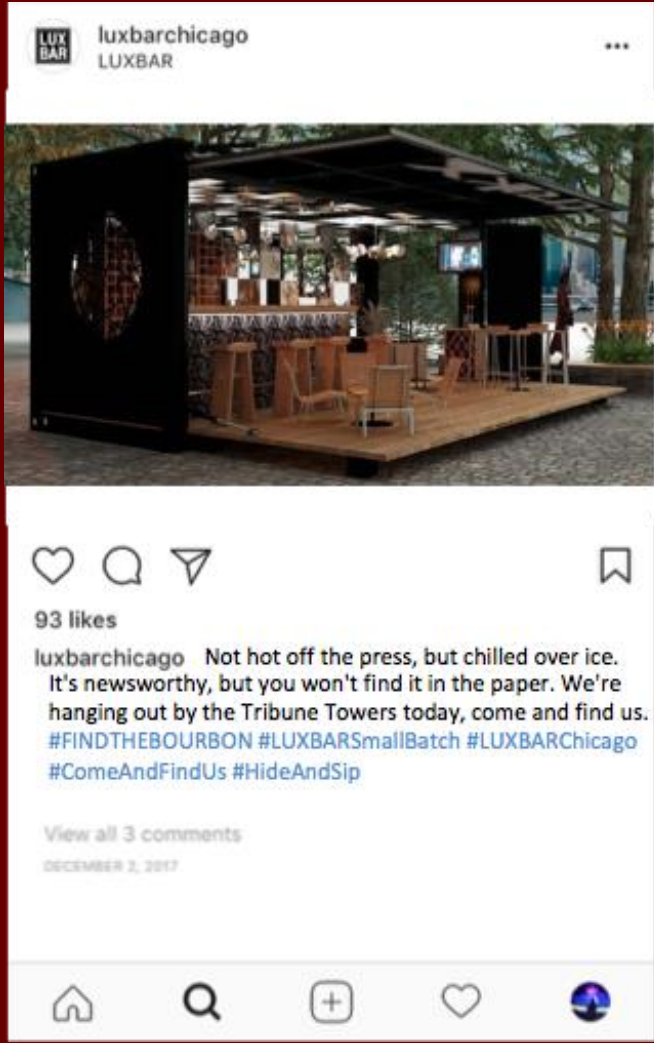
   

42 likes Miss us last weekend? Don't sweat it. We're getting crafty this week and treating Old Town to an Old Fashioned! [#FINDTHEBOURBON](#) [#LUXBARSmallBatch](#) [#ComeAndFindUs](#) [#HideAndSip](#) [#LUXBARChicago](#)

FEBRUARY 4

SOCIAL MEDIA



MEDIA CALENDAR

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | |
|--------------|--------|------|--------|-------|--------|--------|------|------|--------|------|--------|------|--|
| Social Media | Active | | | | | | | | | | | | |
| Pop- Up Bar | | | | | Active | | | | | | | | |
| Print Ads | | | Active | | | Active | | | Active | | | | |
| Partnerships | Active | | | | Active | | | | | | Active | | |

WRAPPING UP

- Our Campaign:
 - Creative, out of box solution that offers an experience no competitor can match
 - Centered on LUXBAR's unique staple, bourbon
 - Drives business back to the brick & mortar location
 - Applies LUXBAR's character to proven tactics of success
 - Ultimately will result in LUXBAR positioning itself as Chicago's premiere bourbon bar