

# PORTFOLIO

Fall Semester 2016

Client: Carlucci Rosemont

Name: Natalie Wall

# CARLUCCI

*Rosemont*

Authentic Italian. Exquisite Experience.



**CLIENT:** Carlucci Rosemont

**STUDENT:** Natalie Wall

## **ADVERTISING WORK PLAN**

### **SITUATION ANALYSIS**

#### **1. History**

Since opening its doors in 1989 by Joe Carlucci, Carlucci has become a local favorite for restaurant patrons throughout Chicagoland, racking up dozens of awards and is frequently recognized by the restaurant industry and local press. The restaurant was taken over by its current owner, Graziano Berto, who has born and raised in a town outside of Venice, Italy. Carlucci is listed among the top 50 restaurants to visit in Chicago. Carlucci is the perfect fit for any occasion lunch or dinner. Be it a romantic date, a business meeting, a quick bite before the show or an evening out.

The menu offers an array of dishes to appeal to a wide target audience. The menu has appetizers, soups and salads, pastas, pizzas, chicken, fish and steak. Whatever the dish may be, an authentic Italian flare is added to it. Popular dishes stay on the menu meanwhile other items are updated, revamped or removed. New dishes are constantly being created in the Carlucci kitchen by the innovative chefs to keep the restaurant relevant and exciting.

#### **2. Current Market Situation**

People expect fresh ingredients but also want reasonable prices. For the most part they want high quality food for cheap. This makes it difficult to please all consumers and some people end up disappointed when they have to pay a higher price even if it means a higher quality for food. There is also a focus on using more fresh ingredients as society becomes more health conscious. In the immediate area, there are limited dining options for consumers but the Rosemont area is concentrated with other fine dining options.

#### **3. Target Audience**

##### **a. Demographics**

First main target audience are business men and women aged 35-60. Their incomes range from \$80,000 to \$300,000. The majority population in the suburbs are Caucasian. The second main target audience is families who come to celebrate an event such as a graduation. Their income does not range as high.

##### **b. Psychographics**

The target audience is looking for a unique dining experience with quality food. Business people are looking for a meeting place to meet clients or their colleagues and dine over quality food and with exceptional service. These are people who enjoy drinking nice, expensive alcohol and want to impress their guests. They buy expensive bottles of wine and know how to pair it with their food. The target audience also wants a great place to go on a date that is conveniently in the suburbs but has the authentic feel of a unique city restaurant. These are people who want to enjoy a three-course meal and take their time with the dining experience. The consumer likes to dress up and wear nice clothes and expect others to do the same when they dine out.

#### **4. Purchase Cycle/Seasonality/Geographic**

Carlucci's offers patio seating people like to take advantage of during the warmer months. There is only a small window of time when the outdoor seating can be utilized due to the colder temperatures of the Midwest. It is only open during the summer months. Some menu items are only offered seasonally based upon availability from food vendors such as butternut squash. Because of this, it can only be an item on the menu during the fall season. Lastly, large holidays such as Mother's Day and Easter, families like to dine out for brunch. Due to the high demand, the restaurant offers a buffet style dining option for customers for those holidays.

## **5. Competitive Analysis**

### **a. Primary/Direct Competitors**

Gene and Georgetti is a primary competitor because it offers the same product- Italian food, quality steaks and an extensive wine menu.

Morton's Steakhouse is a primary competitor because it has a well-known reputation, high quality steaks and seafood, and upscale atmosphere.

Gibsons Bar & Steakhouse is a primary competitor because it also has an upscale setting, extensive wine list and offers a classic, high quality menu.

### **b. Secondary Competitors**

If consumers want Italian food but want more of a chain, they might settle for Olive Garden or Maggiano's. Also many consumers dine at the restaurant before a sporting event, concert or flight. Instead of eating at Carlucci's they might choose to eat at the concert or sports venue. They would be competing with the Allstate Arena. Or the restaurants/food options at O'Hare airport.

## **6. Media Analysis:**

The main media Carlucci uses is social media since it is the cheapest. The restaurant also sponsors two players on the Chicago Wolves hockey team so their logo appears at the Allstate Arena whenever they play at home. Carlucci also puts out small ads in local newspapers from time to time. The managers go around to hotels in the area and give the concierge cards to hand out to guests for either a free appetizer or dessert when they dine at Carlucci's. The competition also puts small ads in local newspapers and have signs around the Rosemont area to attract customers to their restaurants. The competition utilizes social media and an attractive website.

## **7. Public Relations Activities**

Press and news releases are created whenever an award is won like the TripAdvisor Certificate of Excellence or the Wine Spectator Award of Excellence. These are posted on the website and on social media for consumers to read. Carlucci mostly uses social media to get messaging out there through these platforms: Twitter, Facebook and Pinterest. They post photos of their food and new dishes they offer. Links to the website and reservation page are posted on social media. It is also used to share current news and events happening at Carlucci. There are also videos and slideshows to showcase other aspects of the restaurant to intrigue customers to come in.

## **8. SWOT Analysis**

**a. Strengths:**

- i. Special offers for holidays like Christmas, New Year's, Valentine's day, Mother's Day and Easter
- ii. Highly motivated workforce
- iii. Live music at night on weekends
- iv. High quality, authentic Italian food
- v. Extensive wine list
- vi. Room to host large events, up to 200 people
- vii. Free valet and shuttle service for consumers
- viii. In the suburbs, easy for people to get to from surrounding suburbs and from O'hare airport

**b. Weaknesses:**

- i. In the suburbs, harder to get people from the city to dine here
- ii. Difficult to promote the restaurant with limited budget
- iii. Located in an office complex, harder to find

**c. Opportunities:**

- i. Winning more awards of excellence
- ii. Promoting awards of excellence
- iii. Offering Carlucci brand products (i.e. Olive oil)
- iv. More of a reputation in the Chicagoland area

**d. Threats:**

- i. More competition from high quality dining options in the area
- ii. Increasing operating costs
- iii. Keeping prices reasonable for both consumers and the restaurant
- iv. Gluten Free trend

**CAMPAIGN CREATIVE INPUT**

**1. Current Brand Position**

Carlucci stands for authentic Italian. It's not just the food but the whole experience. Like a restaurant in Italy, you build a relationship with the staff and owners and they become a second family. You get the whole authentic Italian experience.

**2. Communications Objective**

The consumer believes they are getting an authentic Italian dining experience when they eat at Carlucci. Italians are romantic, loud in a group setting, put family first and know how to cook. All this is conveyed through the dining experience and in the advertising campaign.

**3. Consumer Needs**

The consumer needs a place to celebrate, go on a date, and do business all while enjoying high quality Italian food. The consumer wants a place to go that's like being in Italy without having to travel outside of the states.

**4. Major Features and Benefits**

<u>Product Feature</u>	<u>Benefit</u>
• High quality food	• Confident what you're eating is delicious
• Convenient location near the airport, arena and surrounding suburbs	• Save time and money
• Owned by an Italian	• You know you will get a unique and authentic experience
• Moderately priced	• It is affordable but still high enough priced to impress guests and know you are getting a quality meal
• Authentic	• Feeling like being in Italy without all the travelling and building lifelong relationships with staff who care about their customers

**5. Unique Selling Proposition**

For people who live in the suburbs who need a place to celebrate, Carlucci Rosemont is the only authentic Italian dining experience that excites your guests' taste buds with high quality food, wine and atmosphere because it is run and owned by Italians who were born and raised in Italy and want to share their hometown experience through dining.

**6. Call to Action**

Visit the website or call the number listed to book a reservation today.

## 7. Support and Mandatories

The chef is Italian, the owner is Italian and many people on the staff are Italian. This covers the experience. The owner is from Italy, born and raised, and his family visits Italy every year. Therefore, they know what real, authentic Italian food tastes like. They try to replicate as much as possible for the American palate, but as we all know Americans have slightly different tastes and ideas of what Italian food should be.



**Logo:**

**Website:** [www.carluccirosemont.com](http://www.carluccirosemont.com)

**Address:** 6111 North River Road, Rosemont, IL 60018

**Phone number:** 847-518-0990

**Tagline:** Authentic Italian. Exquisite Experience.



## CREATIVE BRIEF

**Name:** Natalie Wall

**Client:** Carlucci Rosemont

### **WHO are we talking to?**

She's a woman settled into the suburban lifestyle with a city mindset. She enjoys expensive wine but does not like to spend an outrageous amount of money. She likes to dress up for nice occasions and celebrations and expects others to dress nicely too. She's successful in her career but there is still opportunities for her to be promoted. She dreams of travelling around the world.

### **WHAT do we want them to *BELIEVE*?**

Carlucci Rosemont provides an authentic Italian dining experience. The authentic Italian is found in the food, extensive wine list, and the atmosphere. Part of the experience is having Carlucci's become your second family.

### **INSIGHT (if you don't have an idea...KEEP THINKING)**

A taste of Italy without the travel.

### **SUPPORT**

Carlucci is staffed with caring employees who want to get to know their customers. As a result, relationships are built and long term friendships are formed. Carlucci is the place to come to celebrate in true Italian fashion. Carlucci welcomes all with open arms and provide exactly what you expect from a well-established Italian restaurant- delicious, authentic food.

The employees, owner and chefs want to share the great taste of Italian food and fun-loving atmosphere with customers.

### **MANDATORIES**

Carlucci's logo must appear in every ad.

Every ad must have elements of Italian food or the Italian dining experience to convey an authentic Italian feeling.

The tagline "Authentic Italian. Exquisite Experience." must be present in ads along with the address.

Include the phone number when appropriate, not always necessary.



*that's amore.*

**CARLUCCI**  
*Rosemont*

Authentic Italian. Exquisite Experience.

6111 North River Rd. | 847-518-0990





*just like Nonna's.*

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# *Uncork the experience*

Italian grapes harvest and bask under the Tuscan sun.  
They are crushed, fermented and aged to perfection.  
They travel in a bottle and their authentic flavor is enjoyed by  
those lucky enough to try it. Come in to  
Carlucci and experience it for yourself. You can experience  
one of over 100 selections off our extensive wine list.  
Taste the deliciousness of the Italian grape.

**CARLUCCI**  
*Rosemont*

Authentic Italian. Exquisite Experience.

6111 North River Rd. | 847-518-0990





# *Vine to table*

Italian tomatoes won't stop growing until it's time for their big debut. When that moment arrives, their stunningly fresh flavor is sure to stop the show. Enjoy the freshest flavors in our pastas, pizzas and appetizers. With 320 varieties of Italian tomatoes, you're bound to fall in love with the vibrant vegetable. From the vines in Tuscany to your table, taste a staple in Italian cooking.

**CARLUCCI**  
*Rosemont*

Authentic Italian. Exquisite Experience.

6111 North River Rd. | 847-518-0990



# TAKE A BITE OF ITALY

6111 North River Road • Rosemont

**CARLUCCI**

*Rosemont*

Authentic Italian. Exquisite Experience.



**You don't have to travel far  
to dine like an Italian.**

**CARLUCCI**

*Rosemont*

Authentic Italian. Exquisite Experience.

6111 North River Road • Rosemont  
847-518-0990



**CARLUCCI**  
*Rosemont*

MENU

FLYCOLUMBUS.COM

**DIRECTORY**  
& INFORMATION



**CLIENT:** Carlucci Rosemont  
**MEDIUM:** :60 Radio  
**TITLE:** "Italian Getaway" – Dine at Carlucci

<b>SFX</b>	Italian music – accordion
<b>Man #1</b>	Ciao! In need of a getaway? Maybe a relaxing getaway to the most romantic country, also known as Italy?
<b>Man #2</b>	(quietly/background) Ciao mi Amore.
<b>Man #1</b>	You would be crazy to say no.
<b>SFX</b>	Italian music - Accordion
<b>Man #1</b>	I might not be able to provide you a plane ticket but I can give you the experience.
<b>Man #1</b>	Only a few miles from your home, experience all that Italy has to offer.
<b>SFX</b>	Wine glass clinks (cheers) – laughter from 4-5 adults
<b>Man #1</b>	Here at Carlucci you'll dine like a true Italian—delicious hand-made pastas that tastes like what my Nonna makes, crispy brick-oven baked pizza, tender steaks, fresh vegetables, mouthwatering appetizers and an extensive list of wines to be paired with any meal you choose.
<b>SFX</b>	Italian music – accordion
<b>Man #1</b>	Your authentic Italian getaway is just north of O'hare on 6111 River road. Book a reservation today at Carlucci Rosemont. Call 847-518-0990 or visit us online at <a href="http://www.carluccirosemont.com">www.carluccirosemont.com</a> . Don't forget, it's 847-518-0990.



**CLIENT:** Carlucci Rosemont  
**MEDIUM:** :30 Radio  
**TITLE:** "Italian Getaway" – Dine at Carlucci

<b>SFX</b>	Italian music – accordion
<b>Man #1</b>	Ciao! I want to give you something. A getaway to the most romantic country.
<b>Man #2</b>	(quietly/background) Ciao mi Amore.
<b>Man #1</b>	I can give you everything you need...except a plane ticket.
<b>SFX</b>	Italian music - Accordion
<b>Man #1</b>	But you don't need a plane ticket to experience all that Italy has to offer.
<b>SFX</b>	Wine glass clinks (cheers) – laughter from 4-5 adults
<b>Man #1</b>	Here at Carlucci you'll dine like a true Italian—delicious hand-made pastas that tastes like what my Nonna makes and crispy brick-oven baked pizza I find in my hometown.
<b>SFX</b>	Italian music – accordion
<b>Man #1</b>	Your authentic Italian getaway is only north of O'hare on 6111 River Road. Book a reservation today at Carlucci Rosemont. Call 847-518-0990 or visit us online at <a href="http://www.carluccirosemont.com">www.carluccirosemont.com</a> . Don't forget, it's 847-518-0990.



**CLIENT:** Carlucci Rosemont  
**PROJECT:** Branding Television Campaign  
**TITLE:** "The Blind Taste Test" - :30



**VIDEO** Shot of older woman making pasta  
**AUDIO:** (background) Italian Music - Accordion  
"My Nonna makes the best food."  
**TYPE:** Marco's Nonna



**VIDEO** Shot of older woman (nonna) bonding with her oldest grandson (Marco)  
**AUDIO:** "I haven't found anything even close to her cooking. No matter how hard I search nothing beats a home cooked meal from Nonna."  
**TYPE:** Marco's Nonna



**VIDEO** Cut to shot of owner (Graziano) with the grandson (Marco) sitting at Carlucci's bar  
**AUDIO:** "I was challenged to a blind taste test by Graziano the Owner of Carlucci Rosemont."  
**TYPE:** Marco's Nonna



**VIDEO** Cut to the grandson (Marco) with a blindfold on and smiling about to take a bite of food  
**TYPE:** Marco's Nonna



**VIDEO:** Shot of grandson eating bowl of pasta  
**AUDIO:** "Mmm. This is definitely Nonna's."  
**TYPE:** Nonna's dish



**VIDEO** Cuts to shot of the grandson eating other bowl of pasta, devours dish  
**AUDIO:** "Wait no. This is Nonna's. She made this one!"  
**TYPE:** Carlucci's dish



**VIDEO** Cut to shot of Nonna and Owner standing next to each other looking into the camera  
**AUDIO:** (in unison) "You have to pick one!"  
**ANNCR:** Carlucci Rosemont. Food that tastes just like Nonna's.



**VIDEO** Cut to shot of new pasta dish  
**AUDIO:** Italian music - Accordion  
"Authentic Italian. Exquisite Experience."  
**TYPE:** (Carlucci logo) 6111 North River Road.  
Call 847-518-0990 to book a reservation.