



STUDENT ACTIVATION TOOLKIT

Zambrero

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Contact

While college students aren't necessarily the biggest spenders, their sheer number means they can form a large part of your customer base. Additionally, they are loyal and vocal brand advocates who are likely to use their social networks to promote your restaurant.

When to reach out to them?

During term time: Colleges usually have 2 or 3 terms /semesters (this differs with institution).

During orientation: Orientation events are the perfect place to start building your relationship with the local university and its students. It's a great way to direct new students, who may also be new to the area, into your restaurant.

How to reach out to them?

By contacting the college student union and individual societies, you will be able to find the best way to reach out to students be it through ad space or taking part at events.

July – August: Make contact with staff & Societies from Colleges early Summer, as this will be their planning period for the new Academic Year. It's important to reach out to the likes of the Student Union to find out the relevant information, and to individual societies so they can include you in any prints or marketing plans for the 1st semester.

- Key dates and how many students usually attend?
- Are there stand opportunities, what is the cost?
- Can you offer vouchers, or prizes for their competitions?
- Who is the best marketing contact at the university?
- Is there a contact list for university societies, clubs, sports teams?
- Are there any partnership or sponsorship opportunities available?
- Is there a university Mailing List or noticeboard?

Contact Details

It's important to note that due to GDPR we can't send out mass marketing emails without consent. When contacting multiple societies:

- Ensure you use the BCC field
- Make the email more personal by following the templates.

You can find the contact details of Unions and Societies on the College websites.

Templates

NOTE: It's a good idea to have a certain Fresher's week promotion already in mind and in planning when contacting societies.

Templates : Student Union

Hi guys,

Hope you're keeping well, my name is X the Manager of Zambrero Location, which is very close to College Name.

Zambrero is a Mexican Inspired restaurant with a feel-good initiative – every burrito or bowl purchased is a meal donated to someone in need with our #plate4plate program, we've just recently hit 80 million meal donations.

We have a little something for everyone with Vegan, Vegetarian, Gluten Free and Great Protein options.

We have many loyal customers from College name, and with our 10% student discount, we would love to learn more about how we can reach out to them! I wanted to ask what Marketing Opportunities are available and who the best point of contact is.

This year we would like to offer the following items for students:

Insert any special offers you'd like to give (Limited Flyers for goodie bags, disc, vouchers, catering etc)

Thanks a mill,

Name

Contact

Contact Details

Note: The restaurant Manager or Franchise Partner will be the main point of contact and face for Local Area Marketing. When contacting local businesses and potential customers you will be the one's serving them the delicious burritos. By heading your local area marketing and putting a face to the brand, you will build stronger connections and credibility with local partners and customers.

*Head Office may provide the first contact with certain campaigns by introducing the restaurant to existing contacts. (i.e. Radio Stations or Print)

Head Office will continue to run a Student Activation Campaign on a National level, through social media and looking to partner with other brands on their campaigns. (le Deliveroo and BuyMedia)

Offering Campaigns

Here are a few suggestions and ideas of deals you can run during student activation. As we only offer the 10% student discount as a brand, **please make sure to include the offer you select is valid only in your restaurant.**

General Student Discount

As a brand we offer students a Free Can or Water with their Main Menu Item.

There is also the option to have a student discount on coffees (i.e.. €2.50 with valid sponsorship card or e flyer) - This is very popular with students in the area!

Membership Cards

Depending on the college and society , they may have membership cards which display student deals with partners. This is a great (and most times, free) way of letting students know about our student discount.



Sponsorships

When contacting societies there may be the option to sponsor events or games. This could be in the form of:

- Discounted Catering at events
- Special LTO Vouchers during game periods
- Sponsoring jerseys or equipment.
- Sponsoring Charity Raffles & Events



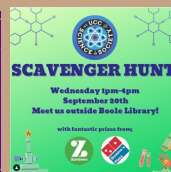
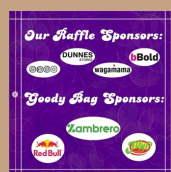
uccguidedogsoc A huge thank you to everyone who came to our quiz on Tuesday! We hope everyone enjoyed themselves and we are delighted to say that we raised over €1000 for the Irish Guide Dogs.

Also a massive thank you to all of the local businesses who sponsored prizes and Gaia for having us ♥

70w

Raffle Prizes

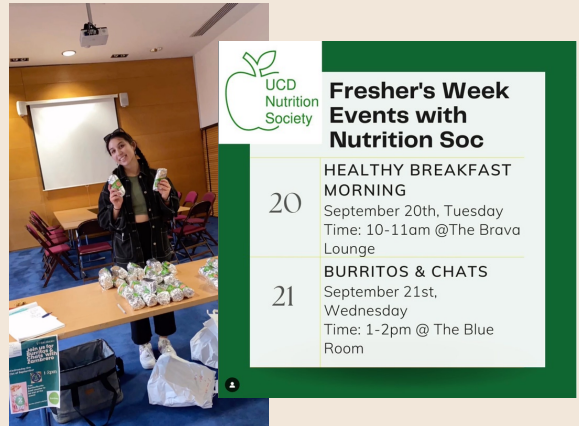
Many societies also host competitions at sign up or first events and charity campaigns. This is also a great brand awareness tool by providing FREE burrito vouchers or 2for1 vouchers as prizes.



Offering Campaigns

Catering

Make sure to mention catering is available when introducing yourself. Some societies host event nights and are always looking for some delicious grub. Try to align with societies that align with the brand goals, such as Mexican societies or Nutritional Socs – as these are the demographic that may have a slightly higher interest in our offerings and become returning customers.



Discounted a mix of Small Burritos Catering order for Nutritional Society with large membership and Health focus. With some 2for1 vouchers to giveaway. Lots of social media coverage from students and society during campaign.

Freshers Goodie Bags

During fresher's week, many societies give their new members goodie bags. This is a great opportunity to get new student customer's in your restaurant with their friends with a voucher.

This can range from the following:

- 2for1 vouchers
- One time use flyers (With Brand info and coupon)
- Eflyer discount (Valid for a limited time)
- Zambrero Pens

*Zambrero Marketing can help you organize design and print , please ensure you have enough lead time as print can cause delays.

Sampling

Again, try to build a strong relationship with relevant societies and also those with a large community. Perhaps there will be an opportunity to offer some samples at the fair stands.

Ad Space

Some societies and Student Unions distribute newspapers or magazines, Depending on the audience reach, and print quantity – these can be a great tool for spreading the news about your student discount or special offers.

Discount Ideas

There are many options for offers that can be tailored to your locations needs and local colleges information. Please contact Marketing if you need any assistance with assets, setting third party or would like to brainstorm ideas.



One time use flyers

Great for Goodie bags, Fresher stalls or Flyer Distribution. Can be double sided for more info.



Limited E-Flyer

Great for Paperless events. Students show the e flyer on their phones to redeem.



€5 Burrito Info Flyer

Great for Goodie bags, Fresher stalls or Flyer Distribution. Can be double sided for more info.

Squid Tag Promotion

Run special Squid Promotions, during time periods or special days.

- Get a free Squid Voucher if you tap on a special day in restaurant.
- Get double stamps at certain times.



Discount Cards

Business card size discount with society/college/school logo for identification.

Brand Awareness

There are many ways to get the message out to students, whether it be in restaurant, footfall in the area or online in their home!

In Restaurant Assets



The following Assets can be displayed in Restaurant and are available on the Portal

- Promo Screen
- A1 Posters
- A5 Tent Card Inserts

Social Media



If you have access to your Local Facebook Page, you can organize the following:

- Meta Ads (This will be visible on both Instagram and Facebook)
- Facebook Posts
- Engage with local Facebook Groups
- Facebook Stories – Tag the college / societies

Other Avenues



For a bigger push, you can also do the following (Please reach out to Marketing if you would like to learn more about the process and costs)

- Radio Ads
- Flyers to Footfall in Campus
- Influencer Ads

