



PR PLAN:

PANERA BREAD



OUR TEAM

ERIN YOUNG



**TRISTIN
FALLER**



KATRINA BLOCK



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OPPORTUNITY STATEMENT

The opportunity to rebuild trust with stakeholders, investors, and customers is crucial for Panera to regain credibility and support in the aftermath of the charged lemonade incidents.



OUR KEY PUBLICS

**FITNESS AND
HEALTH GURUS**

PARENTS

FITNESS AND HEALTH GURUS



- Ages: 18– 27
- This group of customers tends to be young health and fitness gurus who prioritize health
- This group of customers prioritizes healthier food choices as well as affordable food options
- Reach this audience by having their favorite health influencers apart of our campaign

PARENTS



- Ages: 27–40
- This group of customers are mainly moms with younger children who are looking for an efficient and healthier place to take their kids to eat.
- Reach the younger part of this public through social media, mainly Facebook and Instagram, by using “mommy bloggers”
- Reach the older part of this public through magazines

FITNESS AND HEALTH STRATEGIES AND TACTICS

AWARENESS

STRATEGY: Fitness and Health influencers would post paid content about the health and affordability of Panera.

TACTIC: Have health influencers talk about the health benefits and affordability of Panera on their Instagram and TikTok.

ACCEPTANCE

STRATEGY: Fitness and wellness podcasters share the benefits of Panera being a healthy and affordable fast-casual restaurant.

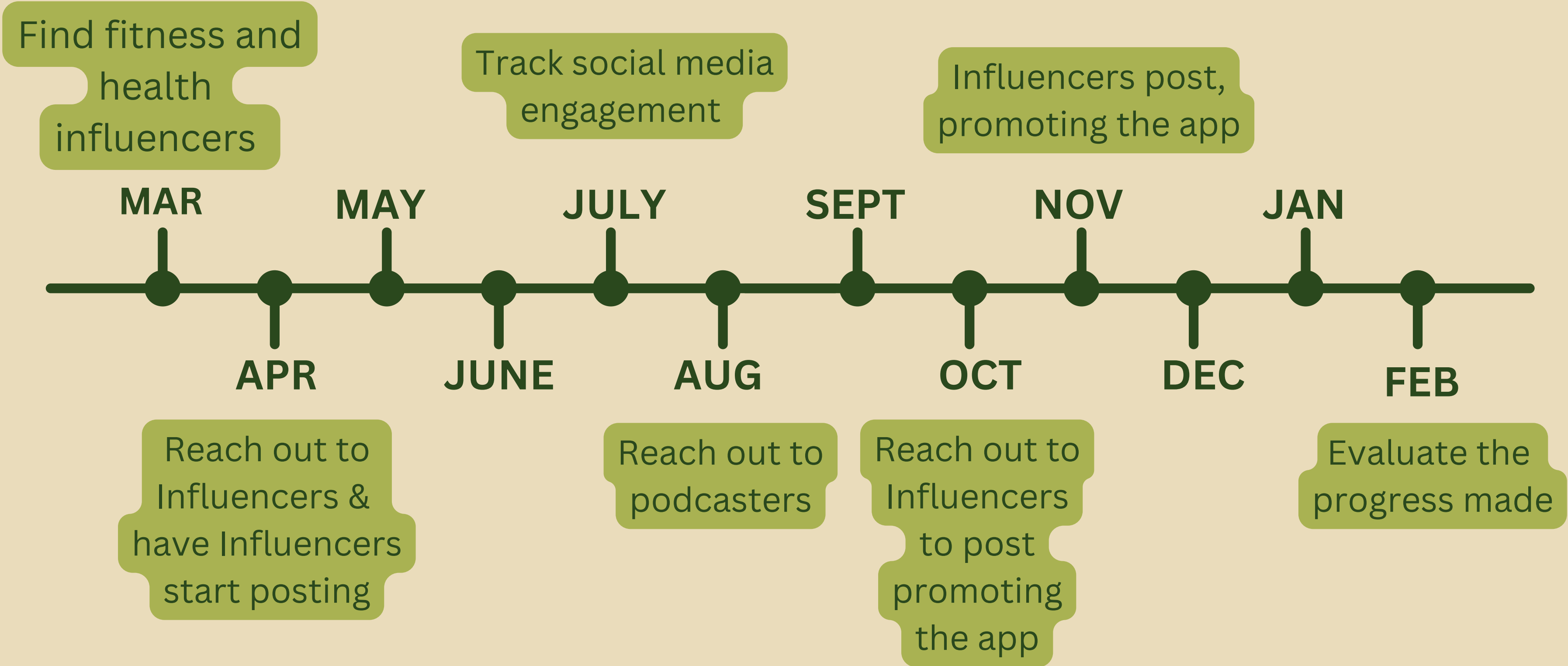
TACTIC: Have fitness podcasters mention why they believe Panera is the healthiest and most affordable fast casual food place.

ACTION

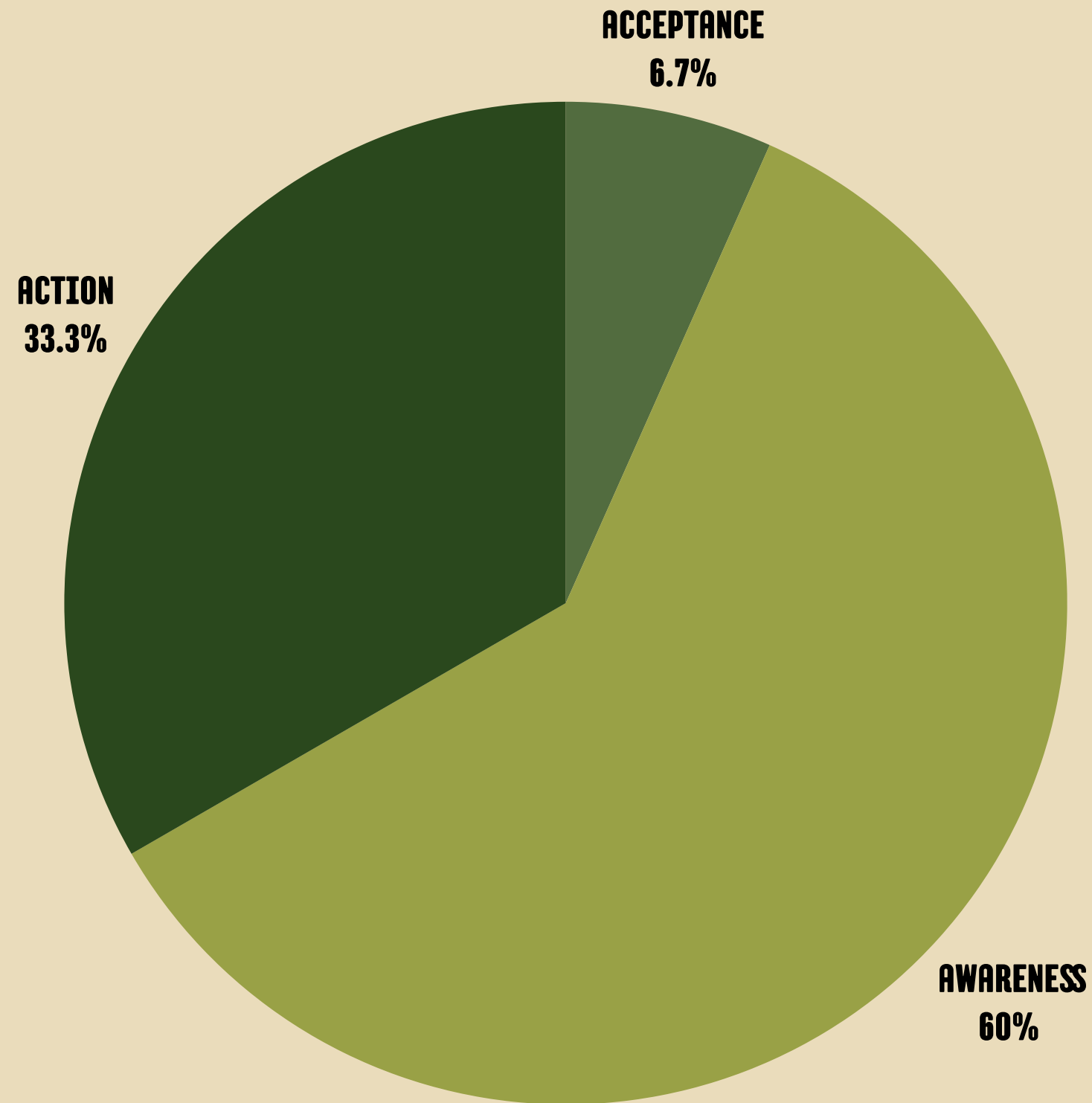
STRATEGY: Influencers would spread the word about the benefits of using the Panera app.

TACTIC: Have influencers post content using the app where they share the benefits of the app. Give influencers a code for the app where their followers will receive a discount on their first order.

TIMELINE: HEALTH GURUS



HEALTH AND FITNESS BUDGET – \$300,000



Awareness- \$180,000

- 3 Influencers
- \$5,000 for each social media post (2 a month)
- 6 months

Acceptance- \$20,000

- 9 podcasters
- \$2,222 for each podcast mention (1 a month)

Action- \$100,000

- \$1,388/month to 3 influencers
- 12 months
- \$50,000 dedicated to promo codes given to those who use the app

PARENT STRATEGIES AND TACTICS

AWARENESS

STRATEGY: “Mommy bloggers” posting paid content about Panera Bread.

TACTICS: The ads would be posted on both Instagram and Facebook— influencers would be talking positively about the restaurant or showing them going there to eat.

ACCEPTANCE

STRATEGY: Reach out to magazines about the health benefits and efficiency of Panera.

TACTIC: Have magazines, such as Parents Magazine or Natural Parent Magazine, write about the efficiency and health benefits of Panera for families.

ACTION

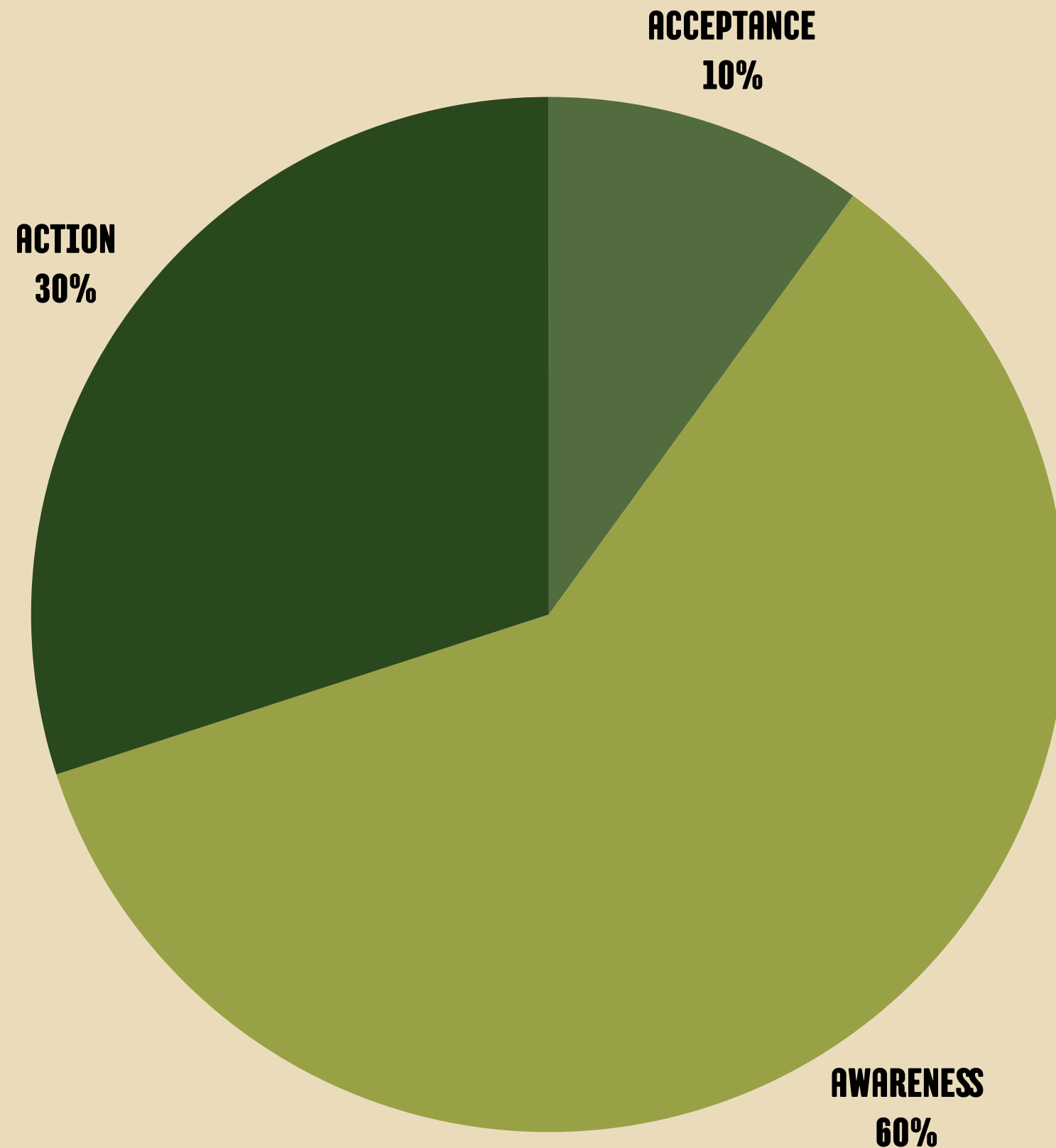
STRATEGY: Reach out to podcasters about the efficiency of the Panera app.

TACTIC: Podcasters would speak on how their positives experiences with the Panera app
Podcasters would be given discount codes to announce on their shows.

TIMELINE: PARENTS



PARENTS BUDGET – \$300,000



Awareness- \$180,000

- 3 mommy bloggers
- \$5,000 for each mention in the blogs (2 a month)
- 6 months

Acceptance- \$30,000

- 2 magazines companies
- \$2,500 for each mention in a mommy magazine (1 a month)
- 6 months

Action- \$90,000

- 3 mommy podcasters
- \$1,111 every time they promote our app (2 times a month)
- 9 months
- \$30,000 for fan promo codes

WHY THIS WORKS

EFFICIENT

It would only take a year to implement this plan

REACH

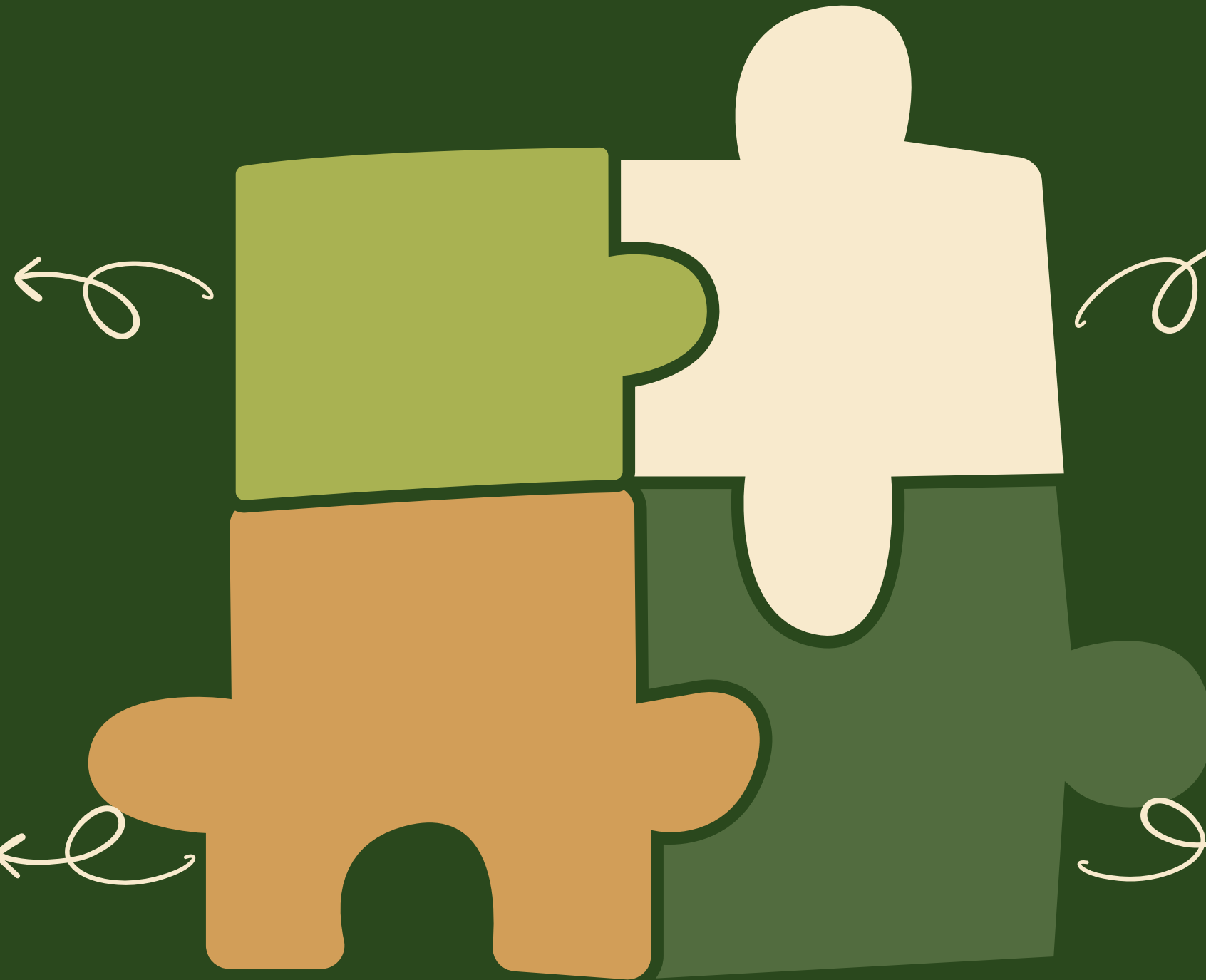
Engages multiple audiences, wanting different things

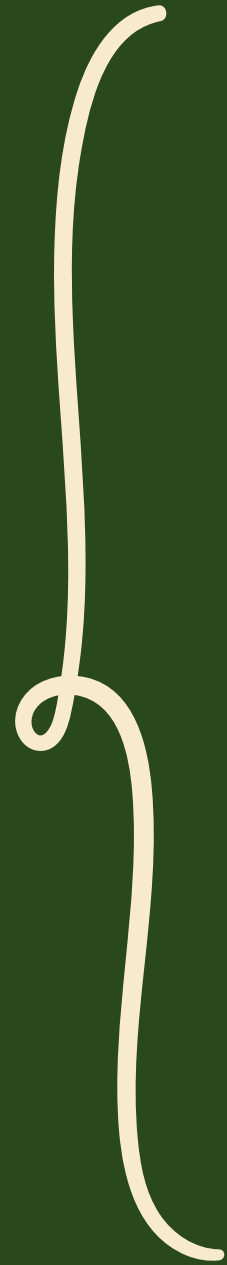
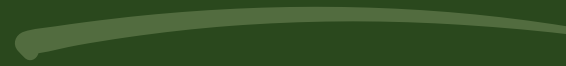
REPUTATION

Keeping a good reputation is at the forefront of our plan

VALUES

Created with Panera's history and values in mind





THANK YOU!

