**![MC900053182[1]]()Islands Fresh Mex Grill**

**Strategic Message Planner**

* This is a strategic message planner I put together for Islands Fresh Mex Grill, a restaurant in Wilmington, North Carolina.
* The assignment was to create a strategic message planner for a local business in Wilmington, North Carolina that shows how to best market the organization towards college students.
* This demonstrates my ability to market an organization towards a specific audience.
* It is very important to be able to alter a brands image towards a target audience in the public relations industry. It is also vital for one to be able to pinpoint what makes an organization special and how to best advertise those qualities to the target audience. This strategic message planner displays my ability to do that.

**Strategic Message Planner: Islands Fresh Mex Grill**

**Client and Product**

Islands Fresh Mex Grill is a Mexican restaurant located only miles from the University of North Carolina Campus off of Racine Drive in Racine Commons. Islands strives to give customers the best taste at the best price. The food at Islands is fresh and full of flavor but reasonably priced. All of Islands ingredients are fresh and of the best quality from the vegetables and sauces, to the quality marinated meats including grilled chicken, Jamaican jerk chicken, premium steak, ground beef and tilapia. Aside from their reasonably priced menu, Islands offers $3 margaritas, $2.50 tacos before 5pm, and $1 tacos after 5pm. Customers are able to choose their ingredients at the taco bar and see their tacos come to life right in front of them. All of the items on the menu are made to order to a customer’s satisfaction. Islands also has a salsa bar so customers are able to choose which salsa(s) they want and are able to come back for more.

Islands was established in 2008 and has take-out, dine-in, catering, and a full bar. Islands is also an eco-friendly restaurant. The cups and lids at Islands are made out of 100% corn and are fully compostable, environmentally safe paints and bamboo line the walls, and 100% of the vegetable oil waste goes into making bio-fuels.

Islands has a wide open atmosphere with a colorful palette. The atmosphere at Islands is as fresh as the food. There is a tiki bar, booths, tables, and there is also an outdoor dining area for when the weather is nice.

**Target Audience**

The target audience for the Islands Fresh Mex Grill ad would be male and female college students ages 18 to 25. These college students are concerned with price which is why Islands is a good match for them. With $1 tacos after 5pm, students can get a cheap but delicious meal made with fresh and healthy ingredients.

Since many UNCW students are over the age of 21, they are able to drink. The ad should target these college students that drink by mentioning their full bar and daily $3 margarita special. There are not many places in the university area where students can enjoy a healthy, inexpensive meal and also have the option of consuming alcohol at the same time.

Islands has a fun atmosphere with plenty of tables for this target audience to enjoy lunch, dinner, or drinks with their friends. The tables are different sizes to fit any group size and are capable of being pushed together to suite larger parties.

College students are often on the run. They are busy with school work, classes, work, and other activities. Islands offers take out for this exact reason. Students are able to come in during study breaks, between classes, or before work to grab a quick lunch. Islands is located within a couple miles of the campus so it is a quick drive to pick up a fresh, healthy, and inexpensive meal.

**Product Benefits**

Islands Fresh Mex Grill has food that is fresh, healthy, and inexpensive. Their service is quick and they provide a fun, yet calm atmosphere.

**Current Brand Image**

Islands Fresh Mex Grill has been around for three years now and since 2008 has been a popular restaurant frequented by college students looking for an inexpensive meal.

**Desired Brand Image**

Islands Fresh Mex Grill has inexpensive tasty food and beverages delivered in a fun atmosphere, perfect for gatherings.

**Direct Competitors and Brand Images**

Direct competitors are other Mexican restaurants in the area.

* La Plaza Mariachi- The target audience has a positive brand image of this brand. The main thing this restaurant has that Islands does not is an authentic Mexican atmosphere and at table ordering. However, the meals here are higher priced, as are the drinks.
* El Cerro- El Cerro is a Mexican restaurant that many college students frequent on Monday nights. They have a positive brand image, mainly because of their college karaoke and margarita night. However, the meals are more expensive and nights other than Monday have no competitive specials.

**Indirect Competitors and Brand Images**

Indirect competitors include other restaurants in the area that provide a place for college students between the ages of 18 and 25 to gather with friends while eating and drinking. Since Wilmington is a college town there are many restaurants in the area that have a brand image of just that. While the majority of these competitors have certain nights that they have daily specials for this target audience, Islands have their specials of $3 margaritas and $1 tacos every night of the week.

**Advertising Goal**

To convince the target audience that Islands is not only and inexpensive place to eat and drink every night of the week but that it is also fresh and healthy.

**Strategic Message**

Islands Fresh Mex Grill satisfies your taste buds and your wallet while offering you a healthy and fast meal.

**Supporting Benefits**

Feature Benefit

Fresh, Natural Ingredients Healthy

Made to Order Food Have your meal, your way

$1 Tacos, $3 margaritas Inexpensive food and drinks

Plenty of tables Place to come with friends

Fun, Cool Atmosphere Easy going place to enjoy lunch or dinner