



SMAD 442

Corporate Advertisement Assignment

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Panera Bread

This project is a corporate advertising assignment tackling the casual-dining restaurant, Panera Bread.

Panera Bread caught the attention of this group because it is a restaurant that is popular among the group members and also in the larger Harrisonburg, Virginia area. Throughout this assignment, the group will define corporate advertising, give a background of the company, tell who Panera Bread's target audience is, and illustrate the assignment theme through a print advertisement, radio commercial, video commercial, and banner ad.

The overall theme of this assignment is bringing people together. Currently, Panera Bread is widely known as a casual-dining restaurant which generally means quick and easy. This assignment is attempting to change that stigma and have the target audience begin to think of Panera Bread as a welcoming setting to bring friends or family to for lunch and/or dinner. In using this theme throughout the assignment, the group hopes to increase the amount of time friends and family spend having meals together in Panera Bread's establishment.



Corporate Advertising

Corporate advertising is defined as enhancing the overall image of the organization in order to influence social values and/or to establish a connection between the corporation/brand and an already established positive value (Re-branding academic institutions with corporate advertising: a genre perspective, 2008, 59). There must be an established positive value in society in order for the company/brand to connect itself with it.

Corporate advertising is a direct communication with stakeholders that now is a dialogue between consumers and company (Social Media and the Evolution of Corporate Communications, 2010, 17). The opinions of key company stakeholders are crucial to the long-term success of the company (Social Media and the Evolution of Corporate Communications, 2010, 17).

Corporate advertising is also defined as expressing the corporation's identity. The visual manifestation of a company's image is their identity, and companies are able to express their identities through their corporate advertising efforts (Corporate Communication as a Discipline, 1996, 78). This type of advertising is used to sell the corporation itself, not any products or services. It also is used to target a group of constituencies aside from loyal customers (Corporate Communication as a Discipline, 1996, 78).

Each of the definitions of corporate advertising adds something unique to this campaign's specific goals and objectives. The purpose is to sell the company itself without highlighting any of the company's products or services. The goal is establish connection between the corporation and a positive value in society. The technique is to create a dialogue between consumers and the corporation to create long-term success.



Company Background

Panera Bread got its start in the 1980s. Opened by its founders Louis Kane and Ron Shaich, it was first named Au Bon Pain Company. Eventually, they renamed their franchise Panera Bread and, after opening their first location in Kirkwood, MO in 1987, the company was well on their way to fulfilling their only goal: to bake fresh bread from fresh dough and serve it daily in their cafe/bakery. Over the last thirty years, the company has spread across North America; now owning over 2,000 stores in the United States and Canada. In 2016, with 2,024 stores and 47,000 employees, Kane and Shaich's dreams are coming true (panerabread.com, 2017).

Panera Bread prides itself on serving food that does not contain artificial preservatives, flavors or sweeteners, or artificial colors. The company recently came out with a "No No List" consisting of all the ingredients they are taking out of their food. In addition to serving their customers in this area, they also take time to promote the Online ordering feature many locations have today. Through ordering Online, you can order before you get to the store and it will be ready and waiting for you when you arrive. By taking all these measures to make Panera Bread customers happy, Panera Bread founder, CEO, and chairman Ron Shaich says their main mission is to make a difference in the lives of the people that trust them (panerabread.com, 2017).

Today, the company's stock has grown tremendously and has a market capitalization of 4.5 billion. Panera Bread has won many awards such as Fast Company's #1 Most Innovative Food Company and Restaurant Business Magazine's Tech Accelerator of the Year in 2015 (panerabread.com, 2017). With their three main competitors being McAlister's, Chipotle, and Atlanta Bread Company, Panera Bread stacks up well against the competition. While all of these companies are very similar in dining style and food options, Panera Bread's effort seems to be well recognized among their target consumers.



Target Audience

Our target audience for Panera would be women aged 35-50. More specifically, mothers who are busy running their kids from soccer practices to piano lessons. The husbands are very invested in their careers and do not have much time to help during the week. They have higher priced homes and cars. These women either work part-time or are stay at home moms. They enjoy being active and living a healthy lifestyle. These women want their families to spend more time together, which would include meal times. They are involved in their communities by attending church and social gatherings such as dinner parties, group play dates, and book clubs. They tend to not be the best cooks but try to do their best. They are actively involved in their kids lives like helping them with homework or playing outside with them.

These women live on the east coast, in states such as New York, Delaware, or Maryland. They have a nice single family home in a suburban neighborhood. They live on the outskirts of a big city. They have lived in this house ever since they got married.

Women in this target audience would be considered Believers and Achievers according to the Strategic Business Insights VALS survey (2017). These women rely heavily on their faith and spirituality. They believe in the basic wrongs and rights of life like Believers do. They would be considered very loyal people. The women in this target audience would be considered Achievers because of their strong commitment to family and their fully scheduled lives. They are hardworking and goal oriented. These Achievers rely on technology that advances their productivity.

The women in this target audience use technology and media when they see fit. They own smart phones and laptops, but are not on them all the time. Their kids know more about technology than they do. They want to try to learn the latest technology trends. They watch TV a lot and use that as their news source. They may also read the news Online or pick up a newspaper. These women use their phones for calling and texting solely.



Print Advertisement

Description and Rational

The print advertisement for Panera represents how family mealtimes are important and that conversations should be with loved ones in person, not on the cell phone. The advertisement encourages audiences to turn off phones and be with family instead of getting distracted or treating a meal just as a form of nourishment. Family meals foster meaningful conversations and memories that would not otherwise happen if the table had cell phones out. This idea is represented by the headline “Disconnect for Dinner.” A table setting with fresh food and bright color attracts the audience and fits the up-beat tone of the campaign

Print Advertisement



Radio Commercial

Description and Rational

The radio advertisement has the theme of bringing families together, which is the same as both the print advertisement and television commercial. The advertisement starts out with a mother telling her kids that dinner is ready, and then the children come running down the stairs. The sixteen year old daughter lets her mom know how thankful she is to be eating with the family, and the mother shows a willingness to listen. The advertisement reinforces the idea that time spent with family helps create a strong bond and openness in the family dynamic. Using upbeat music and light hearted sound effects, the ad incorporates a light tone with a family oriented feeling. The reuse of the song from the television advertisement adds another element of cohesiveness to the campaign. In the end, the advertisement encourages families to be engaged together after a day apart, and it reinforces the idea that even after whatever type of day someone encounters, a family can still come together and bond over a shared meal.



Radio Script

Client: *Panera Bread*
 Title: *Family Matters*
 Produced - Q101 Radio Station (100.7 FM)
 Time: 30"
 Date: February 20, 2017

<u>SFX: (three second introduction)</u>	<u>CHEERFUL MUSIC PLAYING (30 SECOND BACKGROUND MUSIC)</u>
FEMALE MOTHER: (40 year old woman, yelling with loving tone)	"Kids, dinner time!"
<u>SFX: (three seconds)</u>	<u>KIDS RUNNING DOWN THE STAIRS</u>
TEENAGE DAUGHTER: (16 years old, thankful tone)	<u>LAUGHTING (3 SECONDS)</u>
FEMALE MOTHER: (40 year old woman, yelling with loving tone)	"Thanks for getting dinner mom, it's been a crazy day at school"
<u>ANNCR: (30 year old woman, with caring tone)</u>	"I can't wait to hear all about it at dinner"
	"At <i>Panera</i> , we think good food is nice, but great conversation is even better. And togetherness is best of all. <i>Panera</i> wants to bring your family together for meals. Go to Paneraathome.com to see what you can do."



Television Commercial

Description and Rational

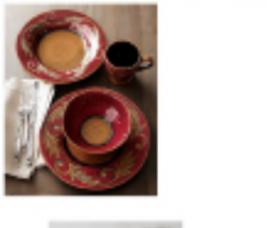
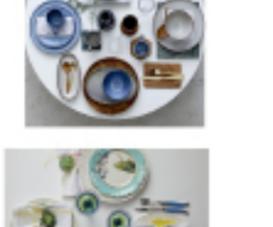
The television commercial for Panera highlights the importance of bringing families together for meals. The commercial starts with showing a variety of place settings that represent the how different the idea of “meal time” can be. The place settings start off with empty plates, but then the images gradually turn into people gathered around tables and sharing food. The plates, tables, and families are all vastly different to represent how much diversity there is when it comes to sharing a meal with family. Every family is unique, therefore every meal shared with family is unique. The stop motion style helps capture how diverse a family can be by incorporating as many pictures as possible and highlights the range of different experience one can have while eating. In addition, the stop motion adds a level of playfulness and quirk to the commercial since eating with family should be all about putting away the stressors of the day and coming together as a family. The ukulele music adds a comforting and happy element to the advertisement that goes along with the editing. The use of no announcer allows the audience to put themselves into the narrative of the advertisement and think about what makes their family dinners unique. The superimposed text saying “Every meal should be a family meal” reinforces the idea that coming together as a family creates a much more enriching dining and life experience.

Television Commercial Script

Client: Panera Bread
 Title: Panera Bread- “Bring Back Family Dinner”
 Time: 30 seconds
 Produced
 Key Frame: Scene 19
 Date: 2/20/17

<p>1) (CU) WHITE PLATE SETTING WITH A GOLD TABLECLOTH (1 SECOND)</p>		<p><u>SEX: UPBEAT UKULELE MUSIC PLAYS IN THE BACKGROUND FOR THE WHOLE COMMERCIAL (30 SECONDS)</u></p>
<p>2) (CU) CUT TO RED AND WHITE PLATE WITH ROOSTER IN THE MIDDLE WITH A CHECKERED TABLECLOTH (1 SECOND)</p>		
<p>3) (CU) CUT TO WHITE PLATE AND BOWL ON A WOODEN TABLE (1 SECOND)</p>		
<p>4) (CU) CUT TO WHITE SQUARE PLATE ON A WHITE TABLECLOTH WITH FLOWERS (1 SECOND)</p>		
<p>5) (CU) CUT TO PLASTIC TABLE SETTING WITH VIBRANT COLORS (1 SECOND)</p>		
<p>6) (CU) CUT TO CAT SHAPED DISHES WITH A BLUE PLACE MAT (1 SECOND)</p>		

Television Commercial Script

<p>7) (CU) CUT TO FLOWER PLATE SETTING WITH A BROWN PLACE MAT (1 SECOND)</p>		
<p>8) (CU) CUT TO RED PLATE, CUP AND BOWL ON WOODEN TABLE (1 SECOND)</p>		
<p>9) (CU) CUT TO WHITE AND BLACK FLOWERY PLATES ON WHITE TABLE (1 SECOND)</p>		
<p>10) (MS) CUT TO PLATES, CUPS, AND BOWLS ON A WHITE ROUND TABLE (1 SECOND)</p>		
<p>11) (MS) CUT TO DIFFERENT COLORED PLATES ON A WHITE TABLE (1 SECOND)</p>		
<p>14) (MS) CUT TO FOUR WHITE/PINK PLACE SETTINGS ON A WOODEN TABLE (1 SECOND)</p>		

Television Commercial Script

<p>15) (MS) CUT TO SEA INSPIRED PLATES ON A WOODEN TABLE (1 SECOND)</p>		
<p>16) (MS) CUT TO WHITE PLATES WITH DIFFERENT COLOR STRIPES ON WHITE TABLE (1 SECOND)</p>		
<p>17) (MS) CUT TO PINK PLATES ON A WHITE TABLE (1 SECOND)</p>		
<p>18) (MS) PEOPLE PASSING FOOD AT AN OUTDOOR TABLE (1 SECOND)</p>		
<p>19) (MS) CUT TO PEOPLE EATING AND PASSING FOOD AT A DARK WOODEN TABLE (1 SECOND)</p>		
<p>20) (MS) CUT TO PEOPLE PASSING FOOD ON A TILED SURFACE (1 SECOND)</p>		
<p>21) (MS) CUT TO PEOPLE PASSING AND EATING FOOD AT A WOODEN TABLE (1 SECOND)</p>		
<p>22) (MS) CUT TO PEOPLE EATING AND PASSING FOOD AT A ROUND</p>		

Television Commercial Script

GRAY TABLE (1 SECOND)		
23) (MS) CUT TO PEOPLE PASSING FOOD AROUND A WOODEN TABLE (1 SECOND)		
24) (MS) CUT TO COUPLE EATING DINNER (1 SECOND)		
25) (MS) CUT TO FAMILY OF FOUR SMILING WHILE EATING DINNER (1 SECOND)		
26) (MS) CUT TO FAMILY EATING WITH CHOPSTICKS (1 SECOND)		
27) (MS) CUT TO EXTENDED FAMILY EATING WITH TOGETHER (1 SECOND)		
28) (WS) CUT TO FAMILY HAVING A PICNIC OUTSIDE (1 SECOND)		
35) (MS) FAMILY WITH GROWN CHILDREN HAVING A CANDLE LIT DINNER (1 SECOND)		

Television Commercial Script

36) (SUPER) "EVERY MEAL" flashes on screen (1 SECOND)		
36) (SUPER) "EVERY MEAL SHOULD BE A FAMILY MEAL" flashes on screen (1 SECOND)		
36) (SUPER) LOGO ON PLATE		

Banner Advertisement

Description and Rational

The three banner advertisements continue the theme of bringing families together by eating dinner together. The advertisements are simple and to the point to emphasize how easy disconnecting is as well as how easy a family dinner can be with the help of Panera Bread. Each advertisement features colorful food or sceneries to keep up with the cheerful theme of bringing families together.

The advertisements will circulate as Panera Bread's Facebook and Twitter cover photos, as well as be posted individually. They will also serve as banners on websites popular with the Target Audience such as Huffington Post, Food Network's website, and Better Homes and Garden's website.

Banner Advertisement



Conclusion

Throughout this assignment, Panera Bread's background, how the company got started, and its target audience have been thoroughly discussed. A corporate advertising campaign has been introduced based on the theme of bringing people together. Whether those people are friends or family, it is important that Panera Bread customers know that this establishment is a wonderful place to gather and eat. Stringing that theme through the print advertisement, radio commercial, video commercial, and banner ads, this campaign should stand out in the mind's of the Panera Bread target audience as well as increase the amount of times that family and friends turn to Panera Bread for a place to spend time and share a meal together.



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