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theme 1
PRODUCT OF THE FUTURE

COMMUNICATION PLAN

Pick me! by Strandmøllekroen

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1. INTRODUCTION

The connection between a simplified meaningful life and digital media does not have to be contradictory. With the right tools and genuine attitude, these two parts can be mutually beneficial and create a value for people.

The global digitalization has been continuously increasing in power. Connecting people worldwide, bringing actual information with an immense speed and attracting more and more people to become everyday users of the internet.[1]
However, with the broad global digitalization, some people of the Western world have started feeling a bit anxious. The overall abundance makes people drown in endless opportunities and urges them to turn back and go back to their ancestoral basics- the sense of a simple and healthy life surrounded by family and close friends, self-sufficiency and quality-over-quantity has been attracting more and more people.[2]

This communication plan leads off from the above-mentioned findings. Its purpose is to apply the rising "back to basics" trend into a practical manner by choosing a specific subject and using particular marketing strategies as a tool for targeting customers.

The communication plan is introducing a smartphone application proposal for a Nordic restaurant *Strandmøllekroen* which is located in Klampenborg - Northern Copenhagen.[3]
Complemented with particular communication initiatives, the suggestions included in this communication plan, are meant to elevate and maintain *Strandmøllekroen's* reputation while underlining the principles of the examined "back to basics" trend.
By introducing a smartphone application with an on-point name *PICK ME!* which would encourage people to spend more time in nature by berry-picking, mushroom-picking or herb-picking, *Strandmøllekroen* would highlight its presence on the market yet stayed true to its core principles of Nordic cooking (simple, healthy and local).

/This communication plan is a consecutive extension of both synopsis thesis which examines the same problem and a questionnaire which collects relevant data./

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1 *"Regions - Internet users as percentage of population."* Google. N.p., n.d. Web. 14 June 2017.

2 Salecl, Renata. *The tyranny of choice.* London: Profile Limited, 2011. Print.

3 Strandmøllekroen. "Strandmøllekroen." *Restaurant Nordsjælland* | Strandmøllekroen I Klampenborg. N.p., n.d. Web. 02 June 2017. Retrieved from http://www.strandmollekroen.dk/

2. GOALS & OBJECTIVES

The objectives of the *PICK ME!* smartphone application are to support the fundamentals of the Nordic cuisine, connect like-minded people to communities and increase their social interaction, support people's health and overall well-being by making them to spend more time in nature.

GOALS:
• giving people an option to go back to their roots
• creating value in supporting healthy and social lifestyle
• making people's life meaningfully better by social interactions
• supporting the basics of the Nordic cooking manifesto (healthy, fresh and local)
• increasing people's mental and physical health by stay in the nature

3. TARGET AUDIENCES:

/the segmentation criteria for *PICK ME!* was based on demographic, geographic and psychographic attributes/

• Danish market
• middle aged men and women, preferably with kids
• aware about their physical and mental health
• cherishing the principles of family and hygge (time spent together)
• proud of their heritage (Nordic cooking)

4. KEY MESSAGES

The examined "back to basics" trend has shown that people of the Western world are turning back to their ancestoral roots since they are experiencing the overall abundance. The abundance makes them feel anxious since they are drowning in endless possibilities. These factors naturally create a shift in human behaviour- an urge to simplify one's life, to focus on healthy lifestyle and balanced relationships with loved ones, to cherish the principles of a meaningful life.

The *PICK ME!* smartphone application is aiming to give people an opportunity to spend more time in nature with their families and friends and focus on what's local, simple, fresh and healthy.

5. STRATEGIES & TOOLS

COMMUNICATION CHANNELS:
The *PICK ME!* smartphone application represents the main pillar/platform for the implemented strategy. As a sub-project for *Strandmøllekroen*, the application would smudge the now-too-sharp borders between digital and physical portrayal of the restaurant (the *Strandmøllekroen* restaurant as a physical contact channel, the *PICK ME!* application as a digital contact channel).

MATERIALS:
An adequate software for the application development would be needed as well as competent staff for the application programming.
Thereafter, a collaboration with botanists and mycologists (or with relevant literature/encyclopaedia resources) would be required in order to increase the professionality of the service.

ACTIVITIES:
The launch of the *PICK ME!* smartphone application should be underlined by a social event at the restaurant to make people aware of the new service and introduce them to the usage of the application.
Subsequently, regular physical events supported by the application should be held depending on the season of particular goods (see COMMUNICATION INITIATIVES, p. 6).

Social media accounts of *Strandmøllekroen* (mainly Instagram) would be directly connected with the application since nowadays, social media represent a main connector between people, whilst giving them a feeling of co-creation and contribution.
Hasthags (e.g. #pickmeblueberry) would be used too to spread the word and create a a compact net among application's users.

6. TIMING & FREQUENCY

The *PICK ME!* smartphone application should be launched during summer months since summer offers more possibilities for berry-picking, mushroom-picking and herb-picking.
Since *Strandmøllekroen's* cooking philosophy is based on the seasons of the used goods, the application should go along and make updates based on these seasons.

7. COMMUNICATION INITIATIVES

In order to build on the examined "back to basics" trend and highlight *Strandmøllekroen's* presence on the market, two communication alternatives were considered:

1. *PICK ME!* smartphone application as a main tool for elevating the popularity and supporting Nordic living principles
2. special seasonal gorumandise events at the restaurant based on specific ingredients depending on the season (e.g. blueberry season, chanterelle season)

These two initiatives should work together, the application (+ social media accounts) should be used as an announcement channel for the events. The specific season will also encourage people to go and pick these ingredients as well as come to the restaurant and try recipes from taught professionals.

8. RESPONSIBILITY

In the beginning, the smartphone application developer will be needed. A collaboration with digital media students can be considered as a more economically convenient alternative.

After the application launch, the restaurant's representatives will be the main figures influencing the service operation.

9. SWOT analysis- INSIGHTS

The internal part of the SWOT analysis uncovered a strong potential of the service due to its so far monopoly position on the Danish market. However, the smartphone application itself focuses on very specific niche activities, therefore its offer might not catch crowds of people.

The external part showed increases in healthy and organic eating habits as well as increases in popularity of social media among Danes.

However, the rising trend of organic gastronomy might be attractive for other competitors, so the risk of the read ocean phenomenon pops up too.

10. EVALUATION

The potential success of the *PICK ME!* smartphone app can be easily measured quantitavely. If successful, the amount of downloads will start increasing exponentially, the traffic on *Strandmøll-ekroen's* social media accounts will rise, the hashtag usage will become more frequent (and attract bigger crowds) and as a final step, the number of visitors in the restaurant will increase too.

All these steps are meant to work together, and denominate each other in order to make *Strandmølle-kroen's* presence on social media more visible and maintain its reputation and good name.
The profit itself will be assured thanks to the increasing popularity on social media, and therefore, increasing awareness of the restaurant per se.
The *PICK ME!* smartphone application represents a balanced connection of higher profitability yet loyalty towards healthy and simple lifestyle.

/The appendix for this communication plan includes: SWOT analysis, visualisation of personas and graphic visuals for the PICK ME! smartphone application./

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