

Don Melchor

Final Project - Marketing Plan

Laura Pellini, Valeria Peñate & Santiago Reyes

School Of Communications, Florida State University

ADV5415: Hispanic Marketing Communications

Dr. Sindy Chapa

December 9, 2024

Table of Contents

Executive Summary.....	2
SITUATIONAL ANALYSIS.....	5
COMPETITIVE ANALYSIS.....	6
SWOT Analysis.....	7
DEVELOPMENTAL RESEARCH.....	8
TARGET MARKET ANALYSIS.....	10
POSITIONING STATEMENT.....	14
Rationale.....	14
MARKETING AND IMC OBJECTIVES.....	14
IMC PLAN.....	15
CREATIVE STRATEGY.....	15
Creative Objectives.....	15
Creative Strategies.....	16
Creative Approach.....	17
Rationale.....	17
Creative Brief.....	17
MEDIA PLAN.....	20
Media Objectives.....	20
Media Strategies.....	20
Media Cost and Schedules.....	20
PROMOTIONAL PLAN.....	22
Objectives.....	22
Strategy.....	22
Tactics.....	23
Flow Chart.....	25
PUBLIC RELATIONS PLAN.....	28
Objectives.....	28
Strategy.....	28
Tactics.....	29
Flow Chart.....	33
IMC Flow Chart.....	36
Appendix.....	37
References.....	44

Executive Summary

Don Melchor, a traditional Mexican restaurant in Northeast Tallahassee owned by Melchor Muñoz, opened on September 19, 2024. Don Melchor is situated in a competitive landscape alongside established local Mexican and Hispanic eateries such as Gordo's, Chile & Chili's, and Pedro's. Don Melchor's extensive menu of authentic dishes positions it as a strong contender for Hispanic customers seeking traditional flavors. However, the challenge lies in appealing to a broader, non-Hispanic market that includes chain and fusion restaurants. While the restaurant benefits from its location near the Killearn Lakes neighborhood, being the only dining option within a 2-mile radius, its distance from the FSU campus and downtown Tallahassee limits casual foot traffic from outside this area. Don Melchor aims to increase its online presence to drive weekday traffic and attract customers.

Located on Bannerman Road, Don Melchor targets middle to upper-class families in neighborhoods like Killearn Lakes. A secondary market includes Hispanic and international students from FSU. The primary market is predominantly White (79.3%) with a median age of 43.1, while the secondary market is younger, with a median age of 22.2. Both groups prioritize convenience, health-conscious options, and affordability, with younger consumers seeking budget-friendly meals. In terms of media habits, the primary market prefers Instagram and LinkedIn, while the secondary market gravitates toward Snapchat, TikTok, and Instagram. Traditional media has a lesser impact.

A focus group of seven participants from different generations offered valuable insights. They emphasized the importance of a welcoming atmosphere, high-quality food, and exceptional service. The restaurant's ambiance was praised for its cozy, authentic Mexican feel, and

suggestions were made for improvements in signage and lighting. Additionally, participants expressed interest in cultural events, like mariachi performances, and recommended a stronger digital presence, including an updated website and increased social media engagement. These insights will guide Don Melchor's marketing campaign.

The campaign's goal is to position Don Melchor as an authentic, welcoming dining destination that celebrates Mexican culture. With flavorful, high-quality dishes crafted from traditional recipes and a warm, culturally immersive atmosphere, every visit promises an experience rich in Mexican heritage. Insights from the focus group highlight the importance of creating a warm environment, serving excellent food, and providing outstanding customer service. By emphasizing cultural authenticity and offering exceptional hospitality, Don Melchor aims to stand out from competitors, fostering lasting connections with its guests.

The IMC objectives for Don Melchor focus on enhancing local brand awareness and driving foot traffic, particularly through an elevated social media strategy. Specific goals include increasing Instagram followers by 200% (from 86 to 260) and Facebook followers by 30% (from 687 to 900) within six months. Engaging, interactive posts will connect with the local community, while targeted social media advertising will showcase Don Melchor's authentic Mexican cuisine, cultural ambiance, and high-quality dishes, with a goal of increasing local recognition by 15%. Long-term objectives aim to cultivate customer loyalty through positive reviews, repeat visits, and word-of-mouth, establishing Don Melchor's reputation as a go-to dining spot in Tallahassee.

The creative strategy emphasizes the restaurant's inviting atmosphere, premium food offerings, and authentic Mexican heritage. The plan includes vibrant social media content, local

media features, redesigned menus, improved signage, and targeted promotions to drive engagement and increase traffic. The media plan centers on leveraging both organic content and paid promotions on Instagram and Facebook to amplify engagement and strengthen the restaurant's online presence. Strategies include creating and scheduling engaging posts, stories, and audiovisual content, complemented by \$150 monthly paid ads over six months to promote events and specials. This approach is designed to engage the community, highlight the restaurant's authenticity, and maintain customer interest.

The promotional plan also aims to boost Don Melchor's social media presence and engagement as well as foot traffic. By showcasing its authentic cuisine and inviting atmosphere, the campaign aims to solidify Don Melchor's position as a top dining destination in Tallahassee. Key strategies include engaging social media content, weekly specials like Taco Tuesday, and contests to attract new customers and build a loyal customer base. Incentives such as loyalty program perks and interactive campaigns will help build community connections and encourage customer loyalty.

The public relations plan focuses on enhancing Don Melchor's brand image and recognition through positive community engagement and media coverage. The strategy includes press releases for new menu items and events, collaborations with local bloggers and media such as the Tallahassee Democrat and Tallahassee Foodies blog, partnerships with local events, and hosting of social events that can go from celebrations to sporting events. Encouraging customer reviews and showcasing testimonials on social media will further strengthen the restaurant's reputation, making it a beloved destination in Tallahassee.

SITUATIONAL ANALYSIS

Don Melchor, Tallahassee's newest traditional Mexican restaurant, opened its doors on Bannerman Road, Northeast Tallahassee, on September 19, 2024. The restaurant is named after its owner, Melchor Muñoz, a seasoned restaurant owner in the state. Don Melchor features an extensive and indulgent menu of Mexican dishes, including tacos, burritos, parrilladas, salads, and of course, margaritas. Like many other local restaurants, Don Melchor is entering the competitive food service market in the capital city, where college students and local families are constantly looking for new flavors. However, according to the U.S. Census, Hispanics only make up 7.4% of the city's population, and therefore, Don Melchor must appeal to various demographic groups to secure a wide enough client base to support their business in the long run. Initial client meetings revealed that Muñoz's goal with his newest restaurant is to appeal to the wealthier population of Northeast Tallahassee, while leaving the college audience to his other restaurant, *El Patrón*, located much closer to the FSU campus. This business decision implies that Don Melchor's primary market segmentation should be based on geographical location, rather than other demographic factors, such as age or ethnicity.

Don Melchor is a small business, with about 12 employees counting waiting staff, cooks, and bartenders. All of the staff is of Hispanic origin and bilingual, and the restaurant is decorated with vibrant traditional Mexican motifs and imagery. The restaurant is nested in a small lot on Bannerman Road, with modest signage and poor lighting at night. Their extensive menu is fairly priced, ranging from \$2.99 for a single enchilada to \$36.99 for their most expensive dish, the Parrillada (Dinner for 2). The restaurant took about a year to build, which contributed to the hype experienced during its opening night. Don Melchor's marketing strategy is heavily reliant on digital media. The restaurant has social media accounts on Facebook and Instagram, and an

updated Google Maps page that features their menu and a few photos. Additionally, the restaurant has received limited press coverage in local newspapers, such as the Tallahassee Democrat. During our first meeting, Muñoz expressed dissatisfaction with his current media team and asked us to uplift the business's online presence to increase traffic during the weekdays. He complained about the low quality of his current content and specifically requested more energetic and enticing videos and images. At the time, the restaurant's Instagram account only had 55 followers, and engagement across platforms was below satisfactory. Aside from social media, their marketing efforts include partnering with and sponsoring FSU events, such as the CHMC gala, to reach notoriety among the FSU population, however, the current and prospective audience for the restaurant is still high-earning families, rather than college students.

COMPETITIVE ANALYSIS

Don Melchor faces intense competition from established Mexican and Hispanic restaurants in the Tallahassee area, such as Gordo's, Chile & Chili's, Pedro's, El Cocinero, and Rincón Latino, all of which are similarly priced. For Hispanic audiences looking for authentic Mexican or Hispanic dishes, Don Melchor is well-positioned because of their extensive traditional menu. In this market niche, their competition narrows to Chile & Chili's, Rincón, and El Tío Mexicano. However, when catering to a wider, non-Hispanic audience, authenticity is less relevant, and the competition widens to all chain and Hispanic-fusion restaurants in the city. Don Melchor also faces competition from diverse food establishments across cuisines in Northeast Tallahassee. Chili's Grill on 5730 Thomasville Road, also serves Mexican dishes in the area. Additionally, there's an assortment of chain restaurants within a 5-minute drive of Don Melchor, including Dairy Queen, Zaxbys, Chick-fil-A, Papa John's, and The Wharf. However, during our

site visits, we observed multiple customers who arrived by foot from the nearby neighborhoods. Luckily for Don Melchor, it is the only restaurant within a 2-mile stretch surrounding the wealthy Killlearn Lakes neighborhood, where it faces no competition. These are the customers that Don Melchor is counting on.

This pre-identified market niche led Muñoz to strategically place his restaurant next to Killlearn Lakes, however, banking on such a small clientele to entirely support a business is risky, and unfortunately for them, they're too far removed for students or mid-towners to casually stop by or organically discover the business, as it is over 30 minutes away from the FSU campus. To succeed under these conditions, Don Melchor must develop a strong marketing strategy to target and retain their primary consumer base; while still finding ways to entice and motivate consumers from other neighborhoods in North and Central Tallahassee to visit the restaurant.

SWOT Analysis

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> -High-quality, traditional Mexican food -Varied menu -Pleasant environment and decoration -Small back rooms for private events -Bilingual staff -Extensive drink menu 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> -Poorly lit entrance and lack of identifiable signage, especially at night -Some dishes are deficient or haven't been test-tasted -Very far from the center of town -Inconsistent marketing efforts
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> -Partnerships with Tallahassee press and media -Visiting celebrity endorsements through partnership with FSU's CHMC -Wealthy neighborhoods surrounding the restaurant -Extra sales generated through mobile delivery apps 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> -High-quality Mexican restaurants more conveniently located -Mostly white target market may not favor Mexican food -Intense competition in media and marketing spaces -Decreased brand recognition -Cheaper chain restaurants nearby

DEVELOPMENTAL RESEARCH

Ethnographic Research Summary

We conducted a focus group at Don Melchor to gather consumer insights for this campaign. Seven participants were recruited, representing a mix of generations; some participants were from Generation Z, some were millennials, and some were from Generation X. This generational diversity allowed us to explore a range of perspectives regarding preferences and decision-making processes. The session lasted approximately 90 minutes, where participants were encouraged to engage with the environment by ordering items from the menu. This approach helped ensure authentic interactions, being potentially ecologically valid and provided insights into their dining preferences and behaviors.

The focus group consisted of a private dining room for the session, where the moderator provided an introduction, general ground rules, consent form explanation, and the discussion questions. Beginning with the projective technique, word association from images, the participants were shown 2 different pictures and were asked to state the first word that comes to mind. Following the projective technique questions, participants were asked to order from the menu. Participants were then asked questions regarding their perceptions of the restaurant and the food, once it arrived.

Consumer Insights

The focus group revealed significant insights about the participant's lifestyles, dining preferences, and overall decision-making processes for the restaurant Don Melchor. Some participants emphasized the importance of dining as an experience that combines food quality, atmosphere, and service. A recurring theme was the desire for a welcoming atmosphere that allows for relaxation and connection with others, highlighting the social and emotional

dimensions of dining out. One key insight was the importance of visual appeal in both the environment and the food itself. Participants noted that aesthetically pleasing dishes and an inviting ambiance enhance the overall dining experience, which makes for a more memorable and enjoyable experience.

The restaurant's ambiance was a standout feature for the group. Participants described the atmosphere as cozy, welcoming, and reflective of Mexican cultural heritage. The ability to see the kitchen was viewed positively, offering a sense of trust and connection. Words like "homey," "genuine," and "authentic" were frequently used to describe the decor and overall feel of the restaurant. Although, signage and accessibility were noted as areas for improvement, especially for nighttime visibility. Participants recommended better lighting and clearer directions for parking and entrance to enhance the first impression for new customers.

Service quality also emerged as an important factor. Friendly and efficient service was frequently noted as a factor of whether participants would return to a restaurant. Many noted that good service not only enhances the meal but also contributes to a sense of being valued as a customer. Participants appreciated when staff demonstrated knowledge of the menu and provided helpful recommendations. Participants viewed dining as more than just consuming food, it was also an opportunity to socialize with others or celebrate special occasions. Cultural and entertainment events were highlighted as significant draws for participants. The entire group enthusiastically supported the idea of mariachi band performances and suggested promoting such events through local platforms like the Tallahassee Foodies Facebook group and Instagram. Participants also proposed ideas such as special themed nights and even proposed the idea of a food truck to extend the restaurant's reach and mobility.

Participants expressed a preference for increased digital presence, with suggestions for creating a website and enhancing social media activity. Some participants mentioned a website being a professional addition that could show the menu, special offers, and event information. Others noted that Instagram could also serve this purpose. Participants emphasized that good food and a welcoming ambiance and service were important factors in determining whether they would return to the restaurant. Unique experiences, such as live music or special events, were seen as added incentives to travel further for a visit.

TARGET MARKET ANALYSIS

Don Melchor, located at 2207 Bannerman Road, is about 30 minutes from the FSU campus. This makes it less accessible to the young student population that may not have accessible transportation, time, or motivation to travel across town to eat. Tallahassee is also 52% white, 35.5% black, highly educated, and has a median household income of \$52,899 (Fig. 1 & 2). Additionally, Tallahassee has approximately 81,846 households, with the average number of persons per household being 2.21 (Fig 3). A quick search on Zillow shows the median price for homes near the restaurant is about \$500,000 (Fig 3). For this reason, the best strategy for Don Melchor is to target middle and upper-class families in the nearby neighborhoods of Killlearn Lakes, Killlearn Estates, Bradforville, and Center Ville, all located within 15 minutes of the restaurant. These families can afford to eat out and will go for convenient and local options that fit their busy work schedules.

As mentioned before, Don Melchor's target market selection should not be entirely based on ethnicity, still, it should emphasize cultural elements to persuade Hispanic students and locals who live farther away to drive north to try the restaurant, since these populations may be more motivated to visit the restaurant. In a recent speech, FSU President Richard McCullough

mentioned that FSU's student body is about 24% Hispanic, roughly translating to 10,703 students (FSU, 2022). As such, we've identified Don Melchor's primary market to be Tallahassee families living in the ZIP code 32312 area and the secondary market to be Tallahassee Hispanic and international FSU students and Hispanic locals outside of Northeast Tallahassee.

Primary target market demographics

The population of ZIP code 32312 in Tallahassee, Florida, is 32,244 residents, with a slightly higher proportion of females (16,743) compared to males (15,501) (See table 9). The median age is 43.1 years, reflecting a middle-aged community with a significant proportion of residents aged 45 to 64 years (6,478) and 65 years and older (6,727) (See table 9). Younger adults between 25 and 44 years make up 6,428 residents, indicating a mix of family-oriented and professional individuals. The racial composition is predominantly White (79.3%), followed by Black or African American (10.2%), Asian (6.1%), and Hispanic or Latino of any race (4.5%)(See table 9).

Secondary Target Market demographics

The population of ZIP code 32304 in Tallahassee, Florida, is 48,568, with a gender distribution of 25,069 females and 23,499 males (See Table 10). This area has a median age of 22.2 years, indicating a youthful population that can be attributed to Florida State University students.

Young adults between 20 and 24 years make up a significant proportion (19,797), reflecting the presence of college students and early-career professionals. The racial composition is diverse, with 49.4% identifying as White and 37.8% as Black or African American. Additionally, 4,442 residents (9.1%) identify as Hispanic or Latino of any race and 4% identify as Asian.

Psychographics: Food Attitudes

The food attitudes for Don Melchor's primary and secondary markets reveal key tendencies and preferences (See Tables 1, 2, 3, and 4). Among Men ages 35-44, there's a noticeable preference for convenience, with an index of 118 agreeing that "fast food fits my busy lifestyle" and 116 for being "the first among friends to try new food products." This group is inclined to try new items, especially if they align with a fast-paced lifestyle. In contrast, men aged 45-54 did not show any significant results from the consumer reports, with their highest index at 106. For Women ages 35-44, convenience and health trends play a role in their food choices. They show high agreement that "fast food fits my busy lifestyle" (index 121), often eat meals on the run (index 114), and are influenced by health food trends (index 114). This group also has a notable tendency (index 113) to try new food products, suggesting they may respond well to trendy or innovative menu items.

For the secondary market (ages 18-24), convenience, budgeting, and health trends are key. Men ages 18-24 report that "eating fast food helps me stay in my budget" (index 171) and are influenced by health food trends (index 150). They also often eat store-made pre-cooked meals (index 148) and frozen dinners (index 140), and many expect leftovers when eating out (index 119). This indicates a need for budget-friendly, convenient, and sizable portions. Women ages 18-24 share similar sentiments, with high agreement that "eating fast food helps me stay within my budget" (index 161) and that "fast food fits my busy lifestyle" (index 136). Many of them also prefer picking up quick meals to cooking (index 117), further emphasizing the importance of affordability and convenience for this group.

Media Habits

Based on MRI Simmons indexes, the media habits of Don Melchor's primary and secondary markets reveal distinct platform preferences (See tables 5, 6, 7, and 8). For the primary market (ages 35-54), Men ages 35-44 show strong engagement on Reddit (index 155), Instagram (index 132), and Twitter (index 123), indicating a preference for platforms with a mix of visual content and news or discussion-based content. Men 45-54 are highly active on LinkedIn (index 173) and engage significantly on Google Photos (index 125) and Facebook (index 120), suggesting a tendency toward networking and family-oriented media. Among women, those ages 35-44 also lean toward Instagram (index 131) and Google Photos (index 130). Meanwhile, women aged 45-54 are more active on LinkedIn (index 160) and Facebook (index 117), aligning with professional and community-focused media habits.

For the secondary market (ages 18-24), media habits are driven by platforms with high visual and interactive elements. Men in this age group are highly active on Snapchat (index 471) and TikTok (index 274), with considerable activity on Instagram (index 165) and YouTube (index 129). Women in the same group show similar patterns, with very high engagement on Snapchat (index 460) and TikTok (index 456), and significant presence on Twitter (index 218), Instagram (index 158), and YouTube (index 132). These indexes underscore a strong preference among younger consumers for short-form social media platforms. Regarding traditional media such as radio, newspapers, magazines, and cable television, the indexes showed no significant results, indicating that these platforms may be less relevant to both the primary and secondary markets.

POSITIONING STATEMENT

Don Melchor offers an authentic and welcoming dining experience that captures the vibrant traditions of Mexican culture. From traditional recipes crafted with high-quality ingredients to a homey atmosphere that reflects Mexican culture, every visit to Don Melchor is a journey through the vibrant flavors and traditions of Mexico. Our attentive service and commitment to cultural authenticity create unforgettable moments that keep guests coming back for more.

Rationale

This positioning statement captures Don Melchor's dedication to delivering a culturally rich dining experience, directly addressing focus group insights. Participants emphasized the importance of a welcoming atmosphere, high-quality food, and good customer service in creating a memorable dining experience. The statement connects with the group's appreciation for genuine cultural elements by highlighting traditional recipes and a homey atmosphere reflecting Mexican culture. The mention of vibrant flavors and traditions sets Don Melchor apart from competitors by emphasizing its cultural authenticity, while the focus on attentive service reinforces its commitment to making guests feel valued, enhancing loyalty and repeated visits.

MARKETING AND IMC OBJECTIVES

The IMC objectives for Don Melchor's campaign aim to increase brand awareness through social media efforts. The focus is on increasing local brand awareness within Tallahassee and surrounding areas, with a particular emphasis on growing social media presence. This includes boosting Instagram followers by 200% (from 86 to approximately 260) and Facebook followers by 30% (from 687 to approximately 900) over the next six months. These efforts will

be supported by engaging posts, interactive stories, and content that connects with the local community, building curiosity around Don Melchor's authentic Mexican cuisine and welcoming atmosphere. The goal is to drive foot traffic through increased visibility and promotional offers, encouraging potential diners to visit for the first time. The second objective is to build brand awareness, aiming for a 15% increase in local recognition through strategic social media advertising that showcases the restaurant's unique offerings, emphasizing its cultural ambiance and high-quality food. In the long term, Don Melchor seeks to create a loyal customer base by fostering customer advocacy through positive reviews, repeated visits, and word-of-mouth referrals, ensuring that the restaurant becomes a staple in the Tallahassee culinary scene.

IMC PLAN

CREATIVE STRATEGY

After meeting with the client and conducting our target market analysis, we determined that Don Melchor needs to revamp their creative strategy to respond to the main motivators expressed by members of the focus group. The restaurant's marketing materials and media presence must showcase its welcoming atmosphere, high-quality food, and excellent customer service. It is also important that this creative strategy uplifts cultural values and Mexican Heritage to obtain an edge over the competition and support the new positioning statement. Therefore, we determined creative objectives that support our IMC objectives and will appeal to our target audience.

Creative Objectives

- Position Don Melchor in the minds of target consumers through vibrant, energetic, and visually appealing content on social media platforms.

- Increase Don Melchor coverage on local digital and print media outlets.
- Redesign the menus and physical signage outside the restaurant for an enhanced dining experience.
- Increase engagement on social media to motivate customers to dine-in and order through mobile apps.

Creative Strategies

- Create new content to be used across media platforms. This content will include new professional photos, graphics, flyers, reels, and story posts to be scheduled over the next year. These new audiovisuals will emphasize Mexican motifs, use attractive curvilinear and non-serif fonts, tested copy that includes spanglish and code-switching in a casual tone, and follow the new style guide (fig. 5).
- Work with local media, both on Instagram (Tallahassee Foodies) and in print (Tallahassee Democrat), to post features that will reach new customers. These news outlets will also have access to the new media kit.
- Redesign the restaurant menu to include more images, be more colorful, and be easier to read and flip through. The current menus are too large and uncomfortable to handle.
- Improve the restaurant's signage for better discoverability and visibility at night.
- To encourage mobile orders and advertise daily specials, use paid promotions on Instagram and Facebook targeted to the younger population of Tallahassee living on Appalachee and Midtown.
- Work with the owner to determine weekly specials to increase traffic on Mondays, Tuesdays, and Wednesdays.

Creative Approach

Don Melchor must take advantage of its traditional heritage to entice consumers looking for a richer and more authentic dining experience. Our creative strategy emphasizes the authenticity of the cuisine and uplifts cultural values, such as community and collectivism, to create a warm and welcoming experience for customers across cultures. We strive to give Don Melchor an edge over local competitors by using print and digital media, paid promotions, and PR through local media outlets and community events to position the restaurant in the local consumer's consideration set. Likewise, the visual emphasis on authenticity in the new marketing materials will communicate superior quality and increase trial.

Rationale

We want to capture Don Melchor's dedication to delivering a culturally rich dining experience, directly addressing focus group insights. Participants emphasized the importance of a welcoming atmosphere, high-quality food, and good customer service in creating a memorable dining experience. By highlighting traditional recipes and a homey atmosphere reflecting Mexican culture, we connect with the target market's appreciation for genuine cultural elements. The mention of vibrant flavors and traditions sets Don Melchor apart from competitors by emphasizing its cultural authenticity, while the focus on attentive service reinforces its commitment to making guests feel valued, enhancing loyalty and repeated visits.

Creative Brief

Background and IMC Objective

Don Melchor opened in September 2024 on Bannerman Road, Northeast Tallahassee. The restaurant features an extensive and indulgent menu of Mexican dishes, including tacos, burritos, parrilladas, salads, and drinks. Due to their location, Don Melchor must appeal to varied

demographic groups (not just Hispanics) to secure a wide enough client base to support their business in the long run. Don Melchor also faces intense competition from established Mexican and Hispanic restaurants in the city. To succeed under these conditions, Don Melchor must develop an energetic, fun, and enticing marketing strategy that highlights authentic flavors, cultural values, and community. Our first objective is to drive foot traffic through increased visibility and promotional offers, encouraging potential diners to visit for the first time. The second objective is to build brand awareness, aiming for a 15% increase in local recognition through strategic social media advertising that showcases the restaurant's unique offerings and culture.

Target Market

We've identified Don Melchor's primary market to be Tallahassee families living in Northeast Tallahassee, especially in Killbuck Lakes. These prospective customers are aged 35-50, value convenience and good food, and are upper-middle class. Our secondary market are Tallahassee Hispanic and international FSU students and Hispanic locals outside of Northeast Tallahassee who have an intrinsic motivation to visit the restaurant and therefore more willing to drive far to visit Don Melchor.

Current Perception

Our target market may not have a current perception since the restaurant is new. Others may think the restaurant is too far and not worth the drive. Most consumers have either no perception or a positive one. Our goal is to increase awareness.

Proposition

To entice and persuade wealthy Northeast Tallahassee families to try Don Melchor for both dine-in and pick-up to eventually become regular customers.

Key Insights

Our focus group revealed that our primary target market who are mostly millennials and Gen X, are appealed by flavor, tradition, and cultural experiences. They are willing to pay for convenience and pleasant experiences. They enjoy the welcomeness and familiarity of the environment.

Tone

Vibrant, colorful, loud, authentic, traditional. We want the ads to feel like you're being invited to a party with good friends and delicious food.

Desired response

We want the neighbors of Northern Tallahassee to see Don Melchor as the obvious choice for a weekend celebration or mid-week food pick-up. We want them to appreciate the convenience, quality, and atmosphere of the restaurant and think, "Why would I bother driving somewhere else? Let's just walk over to Don Melchor!"

Further considerations

Our second target audience, 18-24 Tallahassee students who live closer to campus, should also be considered. We want their response to be "It's a bit of a drive, but their food is so good it's worth it". Our promotions should also target them.

MEDIA PLAN

Our Media plan focuses on organic content and paid promotions through Instagram and Facebook. We want to increase engagement on social media to reach new customers and solidify the restaurant's online presence as suggested by members of our focus group.

Media Objectives

- Increase local brand awareness within Tallahassee and surrounding areas, by growing social media presence.
- Boost Instagram followers by 200% (from 86 to approximately 260) and Facebook followers by 30% (from 687 to approximately 900) over the next six months.
- Increase delivery orders and generate new leads.
- Use social media to promote events, post relevant information, and other updates to keep customers connected to the brand.

Media Strategies

- Create, schedule, and track the performance of posts, interactive stories, and other audiovisual content to connect with the local community, building curiosity around Don Melchor's authentic Mexican cuisine and welcoming atmosphere.
- Pay ads on Instagram and Facebook in small increments over the next six months to promote events and weekly specials.

Media Cost and Schedules

Don Melchor has budgeted \$150 monthly to spend on paid social media ads. Over the next six months, the total expense should be \$900. Below is a posting breakdown for the first two months.

Date	Platform	Content	Audience	Boost	Cost
12/13	IG & FB	Photo of margaritas	North Tallahassee neighbors	7 Days	\$50
12/15	IG	App delivery	18-24 Students	5 Days	\$50
12/18	IG & FB	Photo of food	North Tallahassee neighbors	No	
12/21	IG	Photo of happy customers	North Tallahassee neighbors	No	
12/24	IG & FB	Feliz Navidad from Don Melchor	North Tallahassee neighbors	No	
12/26	IG & FB	End-of-year Mariachi concert	Both	3 Days	\$50
12/31	IG & FB	Happy New Year	North Tallahassee neighbors	No	
1/3	IG & FB	January Special	Both	5 Days	\$30
1/7	IG	Picture of margaritas	North Tallahassee neighbors	2 Days	\$20
1/12	IG	DoorDash ad	18-24 Students	7 Days	\$50
1/18	FB	Staff photo	North Tallahassee neighbors	No	
1/21	IG & FB	Taco Tuesday	Both	5 Days	\$50
1/25	IG	Photo of decor	North Tallahassee neighbors	No	
2/1	IG & FB	February special	Both	5 Days	\$30
2/7	IG	Photo of customers with the special	North Tallahassee neighbors	No	

PROMOTIONAL PLAN

Objectives

The objectives of the promotional plan are to significantly enhance Don Melchor's social media presence and drive customer engagement. The plan aims to boost Instagram followers by 200% and increase Facebook followers by 30% over the next six months, creating a larger and more active online community. Additionally, it seeks to generate a 20% increase in dine-in visits by leveraging targeted promotions and engaging content. By focusing on building local brand awareness, the campaign strives to establish Don Melchor as the go-to destination for authentic Mexican cuisine in Tallahassee, emphasizing its unique offerings and cultural relevance to attract the community and customers.

Strategy

The promotional strategy focuses on creating a dynamic and engaging social media presence to capture the attention of the local community and drive traffic to Don Melchor. A content calendar will be developed to ensure consistent posting of high-quality, engaging content, including interactive stories, captivating photos, and videos that highlight the restaurant's authentic cuisine and inviting ambiance. Weekly specials, such as Taco Tuesday deals, will be introduced to attract customers with enticing offers and create incentives for more customers to come on specific days. To further boost engagement, contests will be launched, such as "Tag Your Friends for a Chance to Win a Meal" or "Share a Photo or Video Enjoying Don Melchor," encouraging followers to participate and spread the word. Special deals and discounts will play a pivotal role, offering incentives like exclusive promotions for first-time customers to drive initial visits. Additionally, engagement boosters, such as polls, trivia, and

user-generated content campaigns, will foster a sense of community and connection with the audience. These strategies, combined with promotional offers and a focus on consistent specials, will position Don Melchor as a must-visit destination in Tallahassee while building a loyal and enthusiastic customer base

Tactics

The strategy involves a multifaceted approach to engage the local community and attract new customers to Don Melchor. A series of weekly social media posts will highlight unique menu items, accompanied by behind-the-scenes footage showcasing the artistry and care involved in their preparation, giving followers an insider's look into the restaurant. Geotargeted ads will be used to reach potential customers within Tallahassee and surrounding areas, ensuring promotional efforts are directed at the local audience most likely to visit. Engaging promotional videos will be created to showcase the vibrant atmosphere and authentic culinary offerings, capturing the attention of food enthusiasts and getting customers interested in visiting Don Melchor for the experience.

It is essential that the media and promotional efforts emphasize sharing and group-oriented experiences to encourage people to visit Don Melchor in groups. Dining is often a social activity, and creating content that highlights the fun and welcoming atmosphere for gatherings can appeal to families, friends, and colleagues looking for a place to connect. Posts and campaigns should feature engaging and visually striking content such as vibrant photos, videos, and interactive elements that people will feel excited to share on their social media platforms and among their friend groups. By crafting posts that are not only informative but also entertaining and shareable, the campaign can generate organic buzz and increase visibility.

Collaborations with local food bloggers and pages will further amplify the campaign, as they share their personalized experiences and reviews with their followers. This includes posting content and information in Facebook groups such as Tallahassee Foodies. Don Melchor should consider looking into bloggers such as Rochelle Koff, the writer for Tallahassee Table, a blog dedicated to sharing information about local restaurants and Jennifer Leale, owner of Tallahassee Foodies, which includes a Facebook group, website, and Instagram page also dedicated to highlighting local restaurants. Having a presence on social media pages and groups dedicated to sharing information about restaurants is crucial for building awareness and driving interest in Don Melchor. These platforms serve as hubs where local food enthusiasts actively seek and share recommendations, making them ideal for introducing the restaurant to potential customers. Being part of these conversations allows Don Melchor to showcase its unique offerings, interact with its target audience, and establish credibility through authentic community engagement.

Word-of-mouth marketing is one of the most powerful tools for attracting new customers, as people trust personal recommendations more than traditional advertisements. When individuals share positive experiences about Don Melchor in these groups, it creates organic buzz, amplifying the restaurant's reach to a broader audience. Additionally, participation in these online communities can help build trust and foster relationships with locals, encouraging them to try and recommend the restaurant. Sharing new restaurants and making suggestions within these groups often leads to increased foot traffic and positions Don Melchor as a must-visit dining spot in Tallahassee.

To further capitalize on the power of word-of-mouth marketing, introducing contests such as "Tag Your Friends for a Change to Win a Meal" or "Share Your Don Melchor Experience" can significantly enhance engagement and visibility. These contests encourage customers to share

their visits on social media, showcasing the restaurant's unique offerings while tagging their friends to join in the fun. To incentivize this behavior, the restaurant can offer rewards such as a free dish, branded merchandise, or a discount on their next visit. These incentives not only motivate diners to participate but also create a ripple effect of organic promotion, fostering a sense of community and excitement around the brand. This strategy helps generate buzz that attracts both first-time visitors and returning patrons, amplifying Don Melchor's presence in the local dining scene.

Introducing a loyalty program, such as a stamp card system, is an effective way to encourage repeated visits and build a base of loyal customers for Don Melchor. With each visit, diners can collect a stamp, earning rewards like a free meal, dessert, or drink after a set number of visits. This not only incentivizes customers to return but also fosters a sense of value and appreciation for their patronage. A loyalty program creates a tangible reason for clients to choose Don Melchor over competitors, reinforcing the restaurant as a go-to spot for authentic Mexican cuisine. Additionally, promoting the program through social media and in-store signage ensures awareness, turning occasional diners into regular customers and strengthening the restaurant's relationship with the community.

Flow Chart

- **December**
 - **Week 1:** Introduce the restaurant's unique offerings. Food offerings and speciality plates.
 - **Week 2:** Start weekly posts highlighting group-oriented dining experiences.
 - **Week 3:** Introduce contests such as “tag a friend for a chance to win a meal” on social media.

- **Week 4:** Promote geotargeted ads focused on local customers, emphasizing group dining and the welcoming atmosphere.
- **January**
 - **Week 5:** Promote Don Melchor as a place for special events. This includes birthday dinners, dates, special occasions, sporting events.
 - **Week 6:** “Share Your Don Melchor Experience” and encourage customers to post photos and tag the restaurant. Incentivise customers through promotions and deals.
 - **Week 7:** Share user-generated content and feature customer reviews/testimonials.
 - **Week 8:** Promote introduction of loyalty program and introduction of weekly specials.
- **February**
 - **Week 9:** Launch weekly specials such as “Taco Tuesday” deals and loyalty programs; Stamps and points toward special deals and items.
 - **Week 10:** Further promote dining experience and ambiance. Focus on highlighting Don Melchor as a go-to place for special occasions.
 - **Week 11:** Introduce contest “Best group photo at Don Melchor”
 - **Week 12:** Promote specials in social media groups. Tallahassee Foodies facebook group.
- **March**
 - **Week 13:** Highlight the restaurant’s history, ambiance, and special dishes
 - **Week 14:** Contact influencers to promote the restaurant. Possible contacts- Jennifer Leale and Rochelle Koff; bloggers focused on Tallahassee restaurants.

- **Week 15:** Introduce limited-time offers such as special dishes or desserts.
- **Week 16:** Social media exclusive promotions with codes. Further promote social media exposure and convert it to dine in visits
- **April**
 - **Week 17:** Focus on engaging with local community pages and groups. Possible partnerships with Florida State University events.
 - **Week 18:** Launch giveaway contest focused on group dining. Further expand social media contests of previous months.
 - **Week 19:** Continue promoting weekly specials and promotion of signature dishes. Showcase unique offerings not found in other restaurants.
 - **Week 20:** Promote best customer photos and experiences. Incentivise customer reviews through deals.
- **May**
 - **Week 21:** Emphasize unique specials, events and weekly deals. Capitalize on graduations of schools and universities.
 - **Week 22:** Collaborate with local media to increase the restaurant's visibility. Contact Tallahassee Democrat and Tallahassee Magazine to promote the restaurant.
 - **Week 23:** Increase interaction with customers via events related to Mexican culture. Emphasize Don Melchor as an experience, promoting culture and expanding its reach to the local community through events such as the Hispanic Resource Festival. Need to confirm dates and availability.

- **Week 24:** Analyse social media growth and customer engagement to prepare for the next quarter of promotions. Check for KPI such as social media metrics and restaurant performance.

PUBLIC RELATIONS PLAN

Objectives

The public relations campaign aims to enhance Don Melchor's brand image and recognition by establishing a strong, positive presence in the community. A key objective is to foster positive media coverage through strategic storytelling and outreach, highlighting the restaurant's authentic Mexican cuisine and inviting atmosphere. Building meaningful relationships with the local press will be crucial in securing consistent and favorable media features. Additionally, the campaign will focus on generating glowing customer reviews by delivering exceptional dining experiences and encouraging patrons to share their feedback online. These efforts will not only boost Don Melchor's reputation but also build brand loyalty and inspire positive customer advocacy. By creating an enduring connection with both the media and its audience, Don Melchor can solidify its position as a beloved dining destination in Tallahassee.

Strategy

The public relations strategy for Don Melchor will focus on leveraging media outreach, community engagement, and user advocacy to build a strong and positive brand presence. Press releases will be developed to announce exciting updates such as new menu items, promotions, special events, or milestones, ensuring consistent and compelling communication with local

media. Collaborations with bloggers, influencers, and media outlets will amplify the restaurant's reach and create buzz around its offerings. The strategy also includes partnering with local events and hosting community-focused gatherings, such as FSU watch parties or live music nights, to foster a deeper connection with the local audience. Encouraging customers to leave reviews on platforms like Google, Yelp, and Facebook will enhance Don Melchor's online credibility. To further drive engagement, positive testimonials will be spotlighted on social media, celebrating customer experiences and reinforcing the restaurant's reputation. By combining these efforts, the strategy aims to create a cohesive and impactful public relations campaign that positions Don Melchor as a beloved location for the Tallahassee community.

Tactics

The public relations tactics for Don Melchor are designed to actively engage the community, foster loyalty, and create opportunities for positive media coverage through targeted and meaningful initiatives. To enhance its digital presence, Don Melchor can introduce a reward system that incentivizes customers to leave detailed reviews on platforms like Google, Yelp, or Facebook. By offering discounts on future visits in exchange for feedback, the restaurant can build trust with potential diners while improving its online visibility. Additionally, Don Melchor will strengthen brand recognition through the distribution of high-quality branded materials, such as flyers, business cards, and promotional merchandise like T-shirts, tote bags, and reusable cups, ensuring that customers can carry and share the restaurant's name in their daily lives while also creating interest attracting attention to the brand. These materials can spark curiosity about Don Melchor, prompting potential customers to learn more about the restaurant. For example, promotional merchandise like T-shirts can turn customers into walking advertisements, while reusable cups can establish a daily presence in people's lives, reinforcing brand awareness.

Flyers and business cards distributed at events or within the community can capture the attention of passersby, providing essential details that encourage visits. These promotional materials act as both conversation starters and reminders, building visibility and driving foot traffic to Don Melchor.

To deepen its connection with the Tallahassee community, Don Melchor has to actively participate in local events by setting up booths at festivals, farmers' markets, and cultural gatherings. At these events, the restaurant can offer samples of its signature dishes, distribute branded materials, and share information about the menu to attract new customers. Cultural festivals like the Tallahassee Hispanic Resource Festival provide excellent opportunities to showcase the restaurant's authentic Mexican cuisine while celebrating diversity and connecting with a broad audience. By featuring interactive and engaging displays at these events, Don Melchor can leave a lasting impression on attendees, fostering curiosity and encouraging future visits.

Moreover, Don Melchor has already demonstrated its commitment to community involvement by sponsoring the Center for Hispanic Marketing's gala in 2024, a move that highlighted its dedication to cultural advocacy and support for local organizations. Building on this success, the restaurant should further consider strategic partnerships with institutions like Florida State University or other prominent local organizations. Collaborating with FSU on events such as student orientation fairs, alumni gatherings, or cultural celebrations would position Don Melchor as a strong supporter of the community. Similarly, the restaurant could sponsor or host events tied to local schools or nonprofits, such as charity drives or educational initiatives, further embedding itself in the community.

In-house events will serve as a cornerstone of the plan, featuring live music performances from local talent such as “Just Chameleons” or “Boys Who Cry”. Don Melchor should also include culturally aligned performances by local bands such the FSU Mariachi to further elevate the dining atmosphere, creating memorable experiences for patrons. Don Melchor will also capitalize on Tallahassee’s enthusiasm for sports by hosting FSU game-day watch parties as well as for MLB, NFL, and other sporting events.

Don Melchor can establish a set menu of specials for each designated day to create consistency and reinforce its brand identity. For example, “Taco Tuesday” could feature discounted tacos, “Margarita Monday” could offer drink deals, and “Fiesta Friday” can highlight a festive combo meal. By maintaining the same deals each week, customers will know exactly what to expect and can incorporate these specials into their routine dining plans. This predictability strengthens brand recognition and fosters loyalty among patrons who look forward to these recurring promotions.

Furthermore, these specials can align with broader themes or events to boost excitement and engagement. For instance, “Cinco de Mayo” or “National Margarita Day” can be incorporated into the established schedule and create more limited time offerings for customers. Pairing these promotions with social media contests, such as “Share Your Taco Tuesday Experience for a Chance to Win,” can further amplify engagement and encourage word-of-mouth promotion. By offering consistent, well-publicized weekly specials, Don Melchor can build a loyal customer base, boost sales, and position itself as a go-to dining destination in the Tallahassee community.

Don Melchor should also position itself as a prime venue for celebrations and gatherings, catering to a variety of occasions such as birthdays, date nights, and graduation celebrations. With Tallahassee's significant student population and vibrant community, the restaurant can offer customized packages for group dining, which could include reserved spaces for special events. To further enhance the celebration experience, the restaurant can introduce fun and unique elements, such as providing guests with mariachi hats or sombreros for birthday celebrations, and staff could take group photos to commemorate the event. To make it even more special, Don Melchor can have a staff member, dressed in traditional attire, perform a birthday song or offer a complimentary dessert to the birthday guest, creating a personal and celebratory moment. These elements not only enhance the celebration experience but also encourage customers to share their moments on social media, generating organic buzz.

For other occasions, like graduation celebrations, Don Melchor can offer a "Graduation Fiesta Package" that includes a reserved space, a group meal deal, and special celebratory decorations like custom banners or personalized drink cups to mark the occasion. This targeted approach ensures that Don Melchor is not only a restaurant but also a place where customers can celebrate life's milestones in a fun and unique way. These efforts will solidify Don Melchor's reputation as a go-to spot for creating lasting memories, driving both sales and customer loyalty.

To further enhance its media presence, Don Melchor will engage and partner with local media such as the Tallahassee Democrat, creating press releases to announce new menu items, promotions, events, and milestones. Collaborations with local bloggers such as Tallahassee Foodies and Tallahassee Table will amplify reach and foster positive coverage. Additionally, customers will be encouraged to share their experiences through user-generated content and testimonials, which will be spotlighted on social media to amplify word-of-mouth advocacy.

These integrated tactics ensure Don Melchor is not just a dining destination but a central part of Tallahassee's cultural and social landscape, fostering loyalty and long-term connections with the community.

Flow Chart

- **December**
 - **Week 1:** Develop press releases for menu items.
 - **Week 2:** Plan special events and promote the event calendar for upcoming months.
 - **Week 3:** Highlight customer reviews and testimonials.
 - **Week 4:** Promote social media contests and highlight customers enjoying the restaurant.

- **January**
 - **Week 5:** Promote Don Melchor as a place for special events. Highlight the experience of clients.
 - **Week 6:** Encourage customers to share photos and tag the restaurant.
 - **Week 7:** Promote introduction of loyalty programs and weekly specials.
Emphasize unique restaurant aspects that differentiate it from the competition.
 - **Week 8:** Distribute print materials in the community.

- **February**
 - **Week 9:** Further promote Don Melchor as a go-to place for special occasions and also casual dining. A place for everyone.

- **Week 10:** Engage with local food bloggers such as Tallahassee Table or Tallahassee Foodies to promote and share content about Don Melchor.
- **Week 11:** Execute events such as Valentine Day's specials to encourage customers to visit on special occasions.
- **Week 12:** Promote customer satisfaction and experience through social media, ensure local clients are aware of the brand's online presence.
- **March**
 - **Week 13:** Pitch segments about Don Melchor's offerings to different media outlets such as the Tallahassee Democrat or Tallahassee Magazine.
 - **Week 14:** Have articles published about Don Melchor by selected media outlet.
 - **Week 15:** Distribute merchandise in selected events at the restaurants, winners of contests and for sale for the general public.
 - **Week 16:** Continue spotlighting customer testimonials and media mentions through social media posts
- **April**
 - **Week 17:** Reach out to Florida State University's media for event collaborations. Discuss possible sponsorship deals and execute them.
 - **Week 18:** Participate in local community driven initiatives; charity events or sponsor a charity event.
 - **Week 19:** Interview with local media such as WCTV to promote Don Melchor and talk about its role and position in the community.
 - **Week 20:** Continue amplifying customer reviews and feature them on social media.

- **May**
 - **Week 21:** Work with local media to promote Don Melchor as a destination for graduation celebrations.
 - **Week 22:** Focus on building local brand advocacy through media features and customer testimonials.
 - **Week 23:** Promote Don Melchor's progress through local media and blogs, work with Tallahassee Democrat and Tallahassee Foodies.
 - **Week 24:** Evaluate media coverage and reputation online. Determine current position and expand the strategy.

IMC Flow Chart

	December	January	February
Public Relations	<ul style="list-style-type: none"> Develop press releases for menu items Plan special events and promote event calendar Highlight customer testimonials 	<ul style="list-style-type: none"> Promote Don Melchor as a place for special events Encourage customers to share photos in the restaurant Distribute print materials 	<ul style="list-style-type: none"> Engage with local food bloggers such as Tallahassee Table or Tallahassee Foodies Execute events such as Valentine Day's specials Promote customer satisfaction
Social Media	<ul style="list-style-type: none"> Promote App delivery Christmas post New Year post End-of-year mariachi concert 3 scheduled paid Instagram ads 	<ul style="list-style-type: none"> 4 scheduled Instagram ads Staff photo Promote Taco Tuesday Post showing the restaurant's decor 	<ul style="list-style-type: none"> Valentines Day Ad Super bowl post "come watch the Super Bowl at Don Melchor" Winter olympics post "come watch the Winter Olympics at Don Melchor"
Promotion	<ul style="list-style-type: none"> Launch initial ad campaign Weekly posts highlighting group-oriented dining experiences Introduce contests such as "Tag a friend to win a meal" 	<ul style="list-style-type: none"> "Share your Don Melchor Experience" to encourage customers to post photos at the restaurant Share user generated content and feature customer reviews Promote introduction of loyalty program and weekly specials 	<ul style="list-style-type: none"> Launch weekly specials such as "Taco Tuesday" deals and loyalty program; stamps and point system towards special deals Introduce "best photo at Don Melchor" contest Promote special deals in social media groups
	March	April	May
Public Relations	<ul style="list-style-type: none"> Pitch segments about Don Melchor's offerings to different media outlets such as the Tallahassee Democrat Distribute merchandise in selected events at the restaurant, winners of contests, and for general public spotlight customer testimonials 	<ul style="list-style-type: none"> Interview with local media such as WCTV to promote Don Melchor about its role and position in the community Discuss possible event sponsorship with FSU or other community groups 	<ul style="list-style-type: none"> Work with local media to promote Don Melchor as a destination for graduation celebrations Build local brand advocacy through media features and customer testimonials.
Social Media	<ul style="list-style-type: none"> St. Patricks Day post International Women's day post 4 scheduled paid Instagram ads 	<ul style="list-style-type: none"> MLB Season Opening post "come watch the MLB at Don Melchor" 5 de Mayo paid Instagram ad (14 days) 	<ul style="list-style-type: none"> 5 de Mayo paid Instagram ad (5 days) Mothers Day post Memorial day post
Promotion	<ul style="list-style-type: none"> Highlight Don Melchor's history Contact influencers to promote restaurant. Jennifer Leale and Rochelle Koff as possible contacts Introduce limited time offers such as special dishes Social media exclusive promotions 	<ul style="list-style-type: none"> Focus on engaging with local community pages and groups. Possible partnerships with FSU Further expand social media contests and launch giveaway contests focused on group dining Incentivize customer reviews 	<ul style="list-style-type: none"> Emphasize unique specials and events. Capitalize on graduation of schools and universities Contact local media such as Tallahassee Democrat to promote Don Melchor Emphasize Don Melchor as a dining experience, promoting cultural elements and unique offerings

Appendix

Race and Hispanic Origin	
White alone, percent	52.6%
Black or African American alone, percent (a)	35.5%
American Indian and Alaska Native alone, percent (a)	0.2%
Asian alone, percent (a)	4.2%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.0%
Two or More Races, percent	5.7%
Hispanic or Latino, percent (b)	7.4%
White alone, not Hispanic or Latino, percent	49.5%

Fig 1. Race and Hispanic Origin Population in Tallahassee.

Income & Poverty	
Median household income (in 2022 dollars), 2018-2022	\$52,899
Per capita income in past 12 months (in 2022 dollars), 2018-2022	\$33,803
Persons in poverty, percent	24.3%

Fig 2. Income and Poverty Levels in Tallahassee.

Families & Living Arrangements	
Households, 2018-2022	81,846
Persons per household, 2018-2022	2.21
Living in same house 1 year ago, percent of persons age 1 year+, 2018-2022	70.6%
Language other than English spoken at home, percent of persons age 5 years+, 2018-2022	11.0%
Computer and Internet Use	
Households with a computer, percent, 2018-2022	96.8%
Households with a broadband Internet subscription, percent, 2018-2022	90.9%
Education	
High school graduate or higher, percent of persons age 25 years+, 2018-2022	93.2%
Bachelor's degree or higher, percent of persons age 25 years+, 2018-2022	49.9%

Fig 3. Family and living arrangements in Tallahassee.

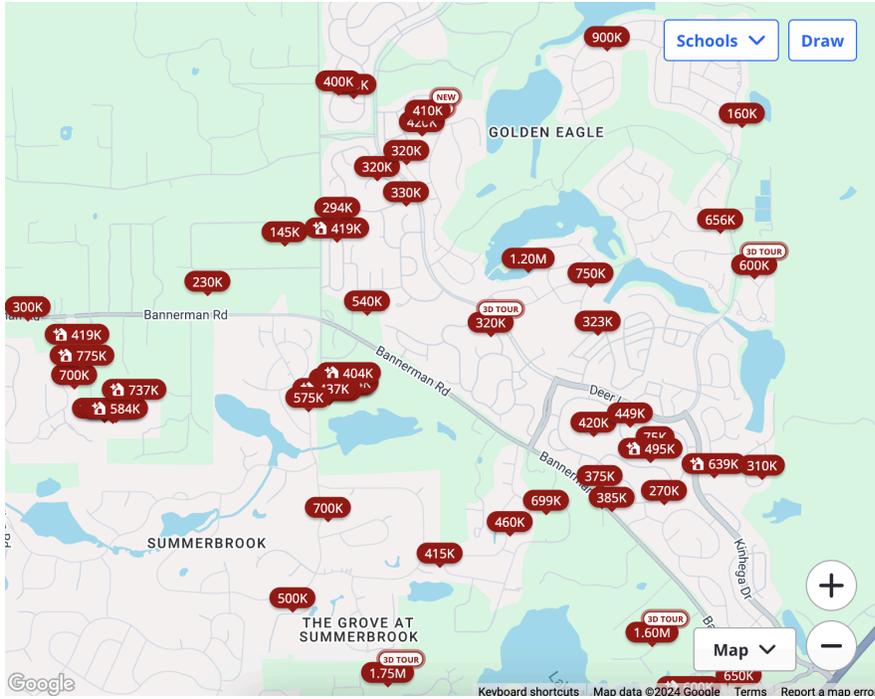


Fig 4. Price of Homes in Northeast Tallahassee.

DON MELCHOR STYLE GUIDE

DON MELCHOR
Mexican Cuisine

#dc5214	#e8c100	#396b0e	#ad1f18

AZO SANS UBER REGULAR
Avenir Next
Amador

Fig 5. New Style Guide for Don Melchor

Respondent: Bases_Women	Respondent: Age Summary_35-44					Respondent: Age Summary_45-54				
	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	4,766	21,092	100.00%	16.10%	⇒ 100	3,903	20,737	100.00%	15.83%	⇒ 100
Food Attitudes: I'll try any new diet Any Agree	708	2,971	14.09%	17.31%	⇒ 108	563	3,004	14.49%	17.50%	↑ 111
Food Attitudes: I often eat my meals on the run Any Agree	1,622	6,950	32.95%	18.42%	↑ 114	1,245	6,512	31.40%	17.26%	⇒ 109
Food Attitudes: When I eat out, I like to splurge on unhealthy	2,069	9,112	43.20%	18.33%	↑ 114	1,505	7,864	37.92%	15.82%	⇒ 100
Food Attitudes: I am usually the first among my friends to try new food	1,560	7,368	34.93%	18.27%	↑ 113	1,174	6,288	30.32%	15.59%	⇒ 99
Food Attitudes: My purchase decisions are influenced by the	1,022	4,583	21.73%	18.37%	↑ 114	762	3,925	18.93%	15.74%	⇒ 99
Food Attitudes: Fast food fits my busy lifestyle Any Agree	1,582	7,078	33.56%	19.42%	↑ 121	1,076	5,562	26.82%	15.26%	⇒ 96
Food Attitudes: I try to eat gourmet food whenever I can Any Agree	1,445	6,478	30.71%	18.75%	↑ 116	1,012	5,205	25.10%	15.07%	⇒ 95

Table 1. Primary Market Food Attitudes. Source: MRI-Simmons.

Respondent: Bases_Men	Respondent: Age Summary_35-44					Respondent: Age Summary_45-54				
	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	4,409	20,510	100.00%	16.74%	⇒ 100	3,742	19,421	100.00%	15.85%	⇒ 100
Food Attitudes: When I eat out, I like to splurge on unhealthy	1,921	8,755	42.69%	18.86%	↑ 113	1,408	7,644	39.36%	16.47%	⇒ 104
Food Attitudes: Fast food fits my busy lifestyle Any Agree	1,589	7,791	37.99%	19.77%	↑ 118	1,186	6,365	32.77%	16.15%	⇒ 102
Food Attitudes: I like to try new recipes when I entertain Any	2,464	11,472	55.93%	18.98%	↑ 113	1,864	9,581	49.33%	15.85%	⇒ 100
Food Attitudes: I'll try any new diet Any Agree	664	2,870	13.99%	18.55%	↑ 111	433	2,442	12.57%	15.78%	⇒ 100
Food Attitudes: I am usually the first among my friends to try new food	1,512	7,085	34.54%	19.50%	↑ 116	1,015	5,417	27.89%	14.91%	⇒ 94

Table 2. Primary Market Food Attitudes. Source: MRI-Simmons.

	Respondent: Age Summary_18-24				
Respondent: Bases_Women	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	2,694	14,576	100.00%	11.12%	→ 100
Food Attitudes: Eating fast food helps me stay in my budget_Any Agree	671	3,579	24.55%	17.96%	↑ 161
Food Attitudes: Fast food fits my busy lifestyle_Any Agree	1,012	5,524	37.90%	15.16%	↑ 136
Food Attitudes: My purchase decisions are influenced by the latest health food trends_Any Agree	681	3,493	23.96%	14.00%	↑ 126
Food Attitudes: I try to eat gourmet food whenever I can_Any Agree	912	4,815	33.03%	13.94%	↑ 125
Food Attitudes: I am usually the first among my friends to try new food products_Any Agree	1,042	5,583	38.30%	13.84%	↑ 124
Food Attitudes: When I eat out, I like to splurge on unhealthy foods_Any Agree	1,246	6,725	46.14%	13.53%	↑ 122
Food Attitudes: I often eat my meals on the run_Any Agree	929	5,036	34.55%	13.35%	↑ 120
Food Attitudes: I often eat store-made, pre-cooked meals_Any Agree	695	3,828	26.26%	13.37%	↑ 120
Food Attitudes: I often eat frozen dinners_Any Agree	724	3,737	25.64%	13.28%	↑ 119
Food Attitudes: I prefer picking up quick meals to cooking meals_Any Agree	1,078	5,988	41.08%	13.00%	↑ 117

Table 3. Secondary Market Food Attitudes. Source: MRI-Simmons.

	Respondent: Age Summary_18-24				
Respondent: Bases_Men	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	2,666	14,696	100.00%	12.00%	→ 100
Food Attitudes: Eating fast food helps me stay in my budget_Any Agree	837	4,815	32.76%	20.51%	↑ 171
Food Attitudes: I'll try any new diet_Any Agree	512	3,078	20.94%	19.90%	↑ 166
Food Attitudes: My purchase decisions are influenced by the latest health food trends_Any Agree	622	3,712	25.26%	18.05%	↑ 150
Food Attitudes: I often eat store-made, pre-cooked meals_Any Agree	852	4,918	33.46%	17.70%	↑ 148
Food Attitudes: I often eat frozen dinners_Any Agree	787	4,574	31.12%	16.84%	↑ 140
Food Attitudes: I am usually the first among my friends to try new food products_Any Agree	1,032	5,939	40.41%	16.35%	↑ 136
Food Attitudes: I often eat my meals on the run_Any Agree	1,077	6,124	41.67%	16.15%	↑ 135
Food Attitudes: Fast food fits my busy lifestyle_Any Agree	1,144	6,302	42.88%	15.99%	↑ 133
Food Attitudes: Eating at a fast food restaurant is fun_Any Agree	1,311	7,523	51.19%	15.45%	↑ 129
Food Attitudes: I try to eat gourmet food whenever I can_Any Agree	874	5,228	35.57%	15.25%	↑ 127
Food Attitudes: I prefer picking up quick meals to cooking meals_Any Agree	1,154	6,212	42.27%	14.67%	↑ 122
Food Attitudes: When I eat out, I expect to have enough leftovers for a second meal_Any Agree	1,201	6,723	45.75%	14.31%	↑ 119
Food Attitudes: When I eat out, I like to splurge on unhealthy foods_Any Agree	1,214	6,582	44.79%	14.18%	↑ 118

Table 4. Secondary Market Food Attitudes. Source: MRI-Simmons

Respondent:	Respondent: Age Summary_35-44					Respondent: Age Summary_45-54				
	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
Bases_Men	4,409	20,510	100.00%	16.74%	100	3,742	19,421	100.00%	15.85%	100
Facebook	1,373	7,252	35.36%	17.81%	106	1,325	7,739	39.85%	19.01%	120
Google Photos	80	283	1.38%	17.28%	103	74	325	1.67%	19.84%	125
Instagram	523	2,071	10.10%	22.16%	132	244	1,130	5.82%	12.09%	76
LinkedIn	111	355	1.73%	15.64%	93	150	622	3.20%	27.40%	173
Pinterest	*16	*100	*0.49%	*14.18%	*85	*22	*117	*0.60%	*16.60%	*105
Reddit	207	781	3.81%	26.03%	155	54	212	1.09%	7.07%	45
Snapchat	59	301	1.47%	8.26%	49	*35	*245	*1.26%	*6.72%	*42
TikTok	117	687	3.35%	16.81%	100	104	596	3.07%	14.59%	92
Tumblr	*1	*3	*0.01%	*3.66%	*22	*2	*3	*0.02%	*3.66%	*23
Twitch	*17	*75	*0.37%	*14.29%	*85	*8	*51	*0.26%	*9.71%	*61
Twitter	244	880	4.29%	20.58%	123	176	729	3.75%	17.05%	108
Yelp	*8	*25	*0.12%	*10.73%	*64	*10	*92	*0.47%	*39.48%	*249
YouTube	1,105	4,951	24.14%	17.39%	104	932	4,386	22.58%	15.41%	97

Table 5. Primary Market Media Habits. Source: MRI-Simmons.

Respondent:	Respondent: Age Summary_35-44					Respondent: Age Summary_45-54				
	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
Bases_Women	4,766	21,092	100.00%	16.10%	100	3,903	20,737	100.00%	15.83%	100
Facebook	2,079	10,080	47.79%	16.84%	105	1,990	11,102	53.54%	18.54%	117
Google Photos	98	421	2.00%	20.87%	130	68	300	1.45%	14.87%	94
Instagram	868	3,424	16.23%	21.11%	131	383	1,969	9.50%	12.14%	77
LinkedIn	57	171	0.81%	15.67%	97	72	277	1.34%	25.39%	160
Pinterest	133	555	2.63%	15.63%	97	109	595	2.87%	16.75%	106
Reddit	51	201	0.95%	18.03%	112	*24	*99	*0.48%	*8.88%	*56
Snapchat	104	494	2.34%	13.00%	81	*43	*298	*1.44%	*7.84%	*50
TikTok	159	796	3.77%	11.98%	74	101	566	2.73%	8.52%	54
Tumblr	*5	*25	*0.12%	*13.51%	*84	*2	*23	*0.11%	*12.43%	*79
Twitch	*8	*40	*0.19%	*21.05%	*131	*1	*1	*0.00%	*0.53%	*3
Twitter	102	294	1.39%	11.96%	74	78	403	1.94%	16.40%	104
Yelp	*10	*30	*0.14%	*12.00%	*75	*8	*50	*0.24%	*20.00%	*126
YouTube	616	2,553	12.10%	15.82%	98	516	2,534	12.22%	15.70%	99

Table 6. Primary Market Media Habits. Source: MRI-Simmons.

Respondent: Age Summary_18-24					
Respondent: Bases_Men	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	2,666	14,696	100.00%	12.00%	⇒ 100
Snapchat	333	2,057	14.00%	56.45%	↑ 471
Twitch	*34	*203	*1.38%	*38.67%	↑ *322
TikTok	195	1,345	9.15%	32.92%	↑ 274
Tumblr	*8	*22	*0.15%	*26.83%	↑ *224
Instagram	342	1,854	12.62%	19.84%	↑ 165
YouTube	825	4,417	30.06%	15.52%	↑ 129
Twitter	164	613	4.17%	14.34%	↑ 119

Table 7. Secondary Market Media Habits. Source: MRI-Simmons.

Respondent: Age Summary_18-24					
Respondent: Bases_Women	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	2,694	14,576	100.00%	11.12%	⇒ 100
Twitch	*13	*125	*0.86%	*65.79%	↑ *591
Snapchat	373	1,943	13.33%	51.15%	↑ 460
TikTok	566	3,370	23.12%	50.73%	↑ 456
Tumblr	*21	*75	*0.51%	*40.54%	↑ *364
Twitter	115	595	4.08%	24.21%	↑ 218
Reddit	*48	*201	*1.38%	*18.03%	↑ *162
Instagram	531	2,859	19.61%	17.63%	↑ 158
YouTube	433	2,369	16.25%	14.68%	↑ 132

Table 8. Secondary Market Media Habits. Source: MRI-Simmons.

Source: United States Census Bureau		ZCTA5 32312
Label	Estimate	
Total population	32,244	
Male	15,501	
Female	16,743	
AGE		
20 to 24 years	1,674	
25 to 34 years	2,530	
35 to 44 years	3,898	
45 to 54 years	4,460	
55 to 59 years	2,190	
60 to 64 years	2,018	
65 to 74 years	4,264	
75 to 84 years	1,934	
85 years and over	529	
Median age (years)	43.1	
Under 18 years	8,005	
18 years and over	24,239	
21 years and over	23,126	
62 years and over	8,060	
RACE		
White	25,554	
Black or African American	3,279	
American Indian and Alaska Native	4	
Asian	1,961	
Native Hawaiian and Other Pacific Islander	8	
Hispanic or Latino (of any race)	1,466	
Not Hispanic or Latino	30,778	

Table 9. Primary Target Market Demographics.

Source: United States Census Bureau		ZCTA5 32304
Label	Estimate	
Total population	48,568	
Male	23,499	
Female	25,069	
AGE		
20 to 24 years	19,797	
25 to 34 years	7,402	
35 to 44 years	2,672	
45 to 54 years	2,008	
55 to 59 years	1,287	
60 to 64 years	1,331	
65 to 74 years	1,073	
75 to 84 years	409	
85 years and over	208	
Median age (years)	22.2	
Under 18 years	3,380	
18 years and over	45,188	
21 years and over	30,266	
62 years and over	2,495	
RACE		
White	23,995	
Black or African American	18,338	
American Indian and Alaska Native	41	
Asian	1,960	
Native Hawaiian and Other Pacific Islander	30	
Hispanic or Latino (of any race)	4,442	
Not Hispanic or Latino	44,126	

Table 10. Secondary Target Market Demographics.

References

- Quick Facts. Tallahassee Florida.* (2023, July). U.S. Census Bureau. Retrieved October 27, 2024, from <https://www.census.gov/quickfacts/fact/table/tallahassee-city-florida/PST045223>
- Sanford, K. A. (2024, October 11). Foodie news: Don Melchor Mexican Cuisine opens on Bannerman Road. *Tallahassee Democrat*. Retrieved October 27, 2024, from <https://www.tallahassee.com/story/entertainment/restaurants/2024/10/11/new-for-foodies-don-melchor-mexican-cuisine-in-northeast-tallahassee/75361342007/>
- Student Body.* (2022). Florida State University. Retrieved October 28, 2024, from <https://www.fsu.edu/about/students.html>
- United States Census Bureau (2022). <https://data.census.gov/all?q=32312>