

PRODUCT LAUNCH: PERSONALIZED MENU PLATFORM

Introduction:

HEALTHY DINING is hiring a PR agency to help us launch – through an effective PR campaign – a new product: the Personalized Menu Platform. The launch date is projected for January or February of 2017. Our expectation is that this Platform will be a game-changer for diners and restaurants alike, transforming the dining out environment for guests while greatly enhancing restaurants’ ability to deliver a personalized, customized, relevant experience to their guests. The goal of the PR campaign is to be featured in major national media, both traditional and “new media.” Although restaurants are the purchasers of this platform, our plan is to publicize the platform to consumers, which will spur demand from restaurants to purchase the platform for their guests.

Description of the Personalized Menu Platform:

The platform will offer diners who have any number of health, weight and nutrition goals unprecedented ease in finding the “best” menu choices for their individual needs, goals, and preferences. Restaurants may make the Personalized Menu Platform available to their guests through the restaurants’ own kiosks, websites, or tablets. The platform will serve as an interactive menu that allows for specification of desired nutrient levels (e.g., calories, fat, sodium, etc.), allergens (e.g., soy, nuts, dairy, etc.), and gluten, as well as vegetarian and vegan choices, and more. EXAMPLE: Show me which <RESTAURANT NAME> menu items contain 300 – 600 calories, less than 1000 mg. sodium, and 10 grams of fiber or more – and which are vegetarian and contain no gluten or peanuts. OR, diners may select from a number of recommended menu items as determined by HEALTHY DINING registered dietitians – including Healthy Lifestyle (e.g., must contain lean protein, fruits/veggies and/or whole grains, with limits on calories, saturated fat and sodium), as well as best for weight loss, diabetes, high blood pressure, etc. Restaurants may also use the platform to communicate their offerings, position statement or commitments on topics like preservatives, local sourcing and GMOs.

The Personalized Menu Platform will be introduced to the public through a PR campaign in January/February 2017, with 10 - 15 prominent, national restaurants identified as “inaugural leaders” also featured in the campaign. It is our hope that following this campaign and as a result of it, hundreds of additional restaurants will contact HEALTHY DINING to offering it in their restaurants for their guests.

Scope of Work:

We are looking to the selected agency to provide recommendations on overall strategy and message development, creation of press materials, and daily proactive and reactive media relations in connection with the product launch.

Target Population:

Primary User:

- Women aged 25 – 70
- Eats out 3 or more times/week

- Concerned about weight
- Interested in staying healthy
- May have other food issues, such as allergies or aspires to be gluten-free
- College educated
- Has a smart phone
- Household income: \$100,000 and above

Secondary User:

- All adults (men and women)
- Eats out 3 or more times/week
- Has health issues like high blood pressure, diabetes, or high cholesterol
- More concerned about taste than health but may make an attempt to eat healthfully if it's easy and there's no big compromise on taste.

Budget:

The budget range for this one -month campaign is estimated at \$50,000 - \$100,000. Responding agencies are welcomed to submit a tiered PR plan, indicating which components would be provided at the lowest level and additional components that could be added with additional budget.

Guidelines for Submitting Proposal:

- Please submit proposal by 5 p.m. PDT on Sept. 9, 2016, via email to Erica Bohm at erica@HealthyDiningFinder.com (Word, PPT or PDF).
- Please include in the proposal:
 - Your recommended PR plan, including your strategy/ideas for gaining media coverage
 - Venues that you would pitch to
 - A list of venues with whom you have contacts
 - Sample coverage you have been successful in securing, especially on projects that may be similar to this
 - Basic information about your company
 - Overall philosophy/approach to PR
 - Years in business
 - Areas of specialty
 - Key staff that will be involved on the project
 - How you propose using the funds allocated, including breakdown of agency time vs. expected out-of-pocket expenses
 - Expectation of weekly/monthly progress reports that you will submit to HEALTHY DINING

Next Steps:

HEALTHY DINING will contact you by September 16th if you've been selected as one of the finalist agencies.

Company Background:

HEALTHY DINING is a 20+ year, California-based company that has been a pioneer in restaurant nutrition. It is HEALTHY DINING's passion to contribute to a healthier America – *in a delicious way!* HEALTHY DINING'S

signature web and mobile site, HealthyDiningFinder.com, is the only search engine and inspirational source of its kind providing personalized dining out recommendations validated by HEALTHY DINING'S team of registered dietitians. HealthyDiningFinder.com enables millions of diet- and nutrition-conscious restaurant diners as well as those dealing with diabetes, high blood pressure, and other conditions to easily find HEALTHY DINING choices served at restaurants coast to coast. HealthyDiningFinder.com also features a Kids LiveWell platform a program developed in partnership with the National Restaurant Association to help parents find restaurants offering healthier fare for children. Additionally, our team of registered dietitians provides restaurants with an array of nutrition-related services, including nutrient analysis (calories, fat, sodium, etc.), gluten/allergen identification, vegan/vegetarian identification, and more.