



Cundari

&

THE
R E C
R O O M™

EATS & ENTERTAINMENT





Jamie Smith



Moslim Homayun



Marral Zaidi

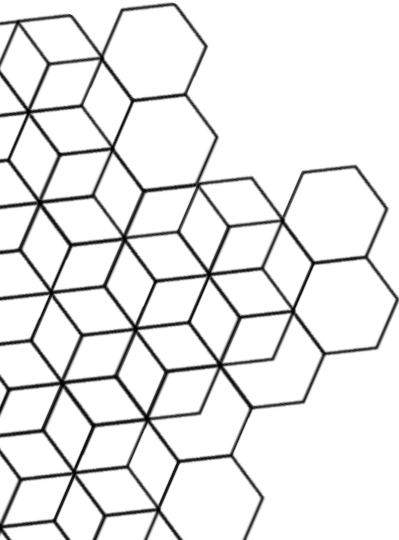


Brodie Power



Yaroslav Smirnov

Enki is a powerhouse collective of crafters, creatives and strategists. Staying true to the origins of the name we are also known to get up to some mischief.



Target audience



Laura

- 26
- Planner
- Wants to please everyone
- Leader of her heard
- Loves date nights



Brent

- 25 -
- Creature of habit
- Impulsive leader
- Does boys night big
- Beers, Buds and Suds

Both targets share a love for face to face, memory making experiences with their friends.



Problem Statements



Laura

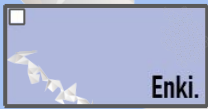
-Can't find one place to accommodate all her needs.



Brent

As an impulsive leader I'm always a little worried i've lead my pack astray.





The Big 3

INSIGHT

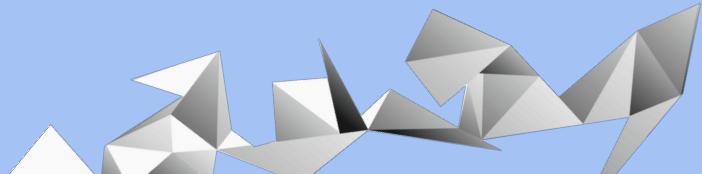
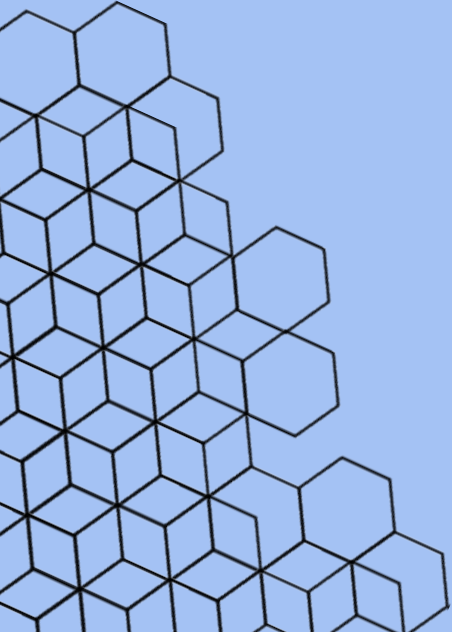
All targets have a hidden fear of wasting their day off.

BIG IDEA

To position The Rec Room as the ultimate day off experience.

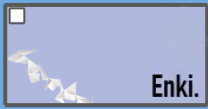
TAGLINE

REC ANY DAY.



Rec Any Day Concept

By using the four pillars and matching them to the targets daily lives.
-With this the target will no longer fear wasting a day off.

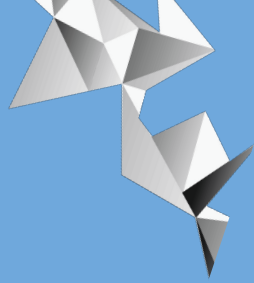
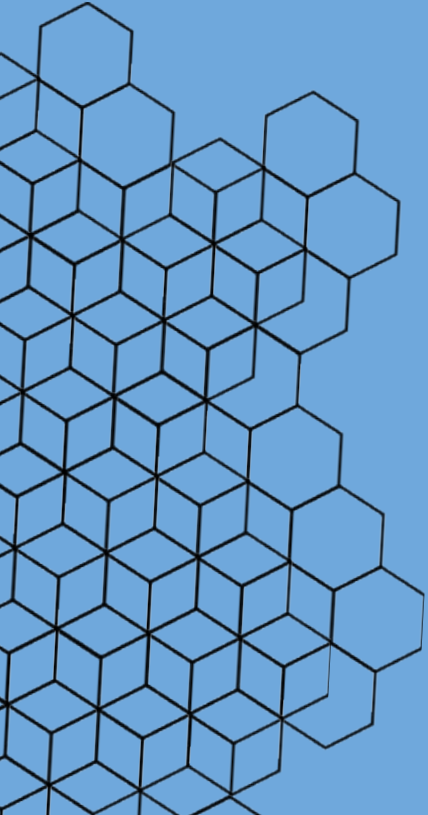


Rec Any Day Objectives

Create awareness and excitement for
The Rec Room Launch.

Drive consumer traffic &
consideration for The Rec Room.

Increase website usage.



Brents Morning

- Early morning 'grammer.
- Checks in with friends through group chat.
- Share content early in the day to be the first.





Enki.



Lauras Morning

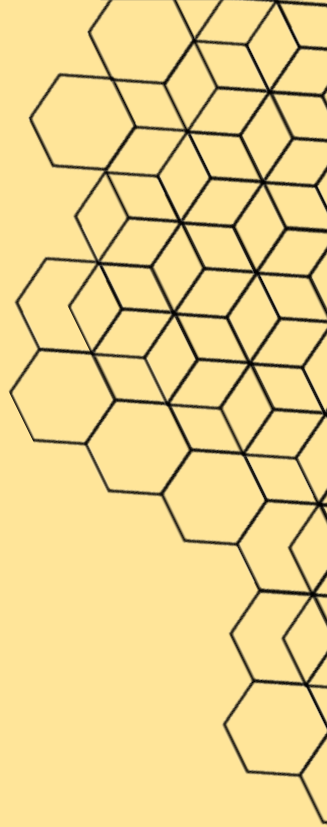
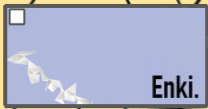


-Stay in bed while scrolling through social media.

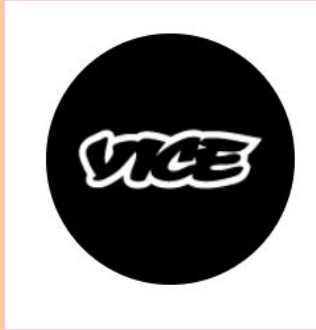
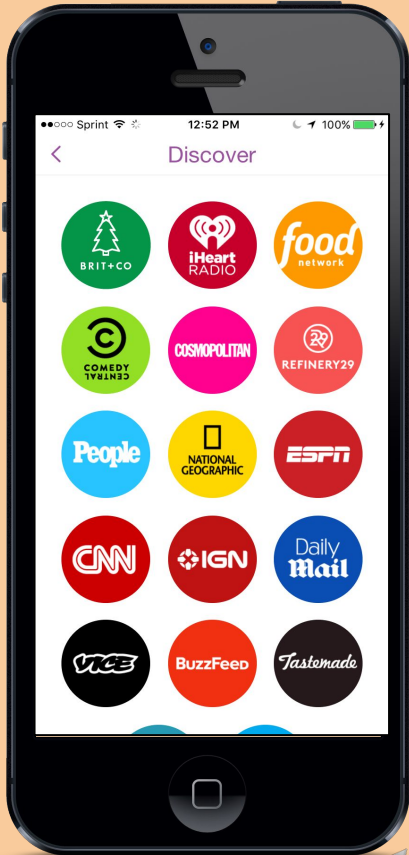
-Check out snapchat discover pages.

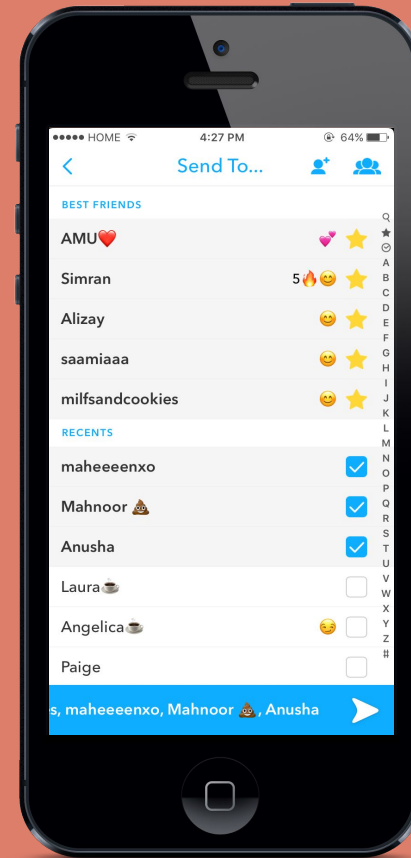
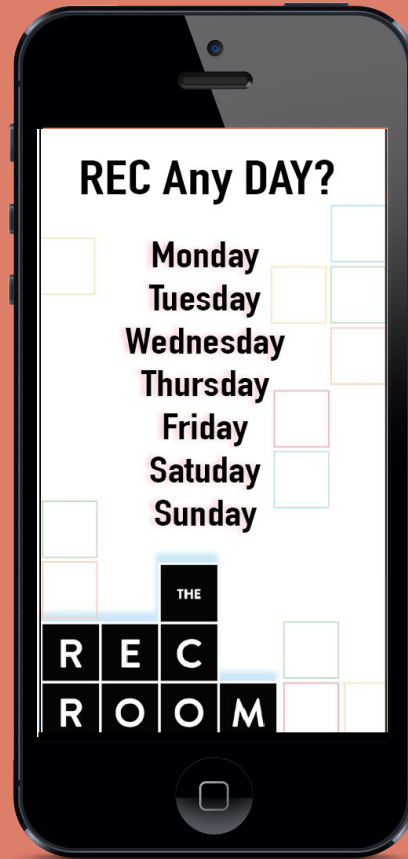
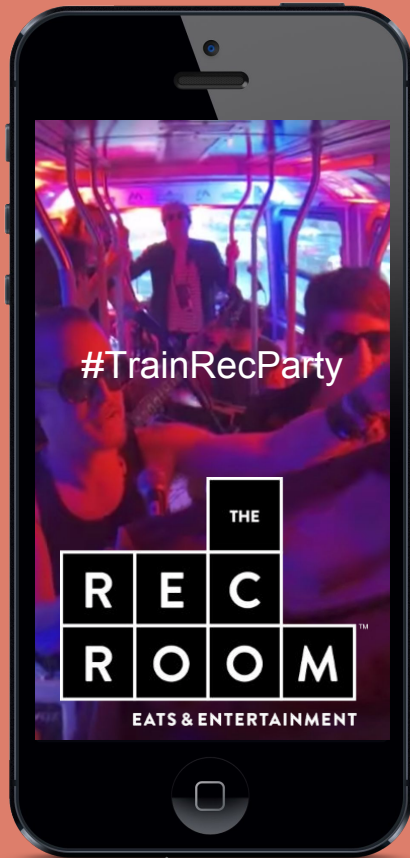
-On snapchat I don't notice ads because they look like actual posts

-30 second promo ads on the discover pages



Snapchat Discover





Brents After Work

- Grab beers after work from the LCBO.
 - Looks for promos.
 - Is on the phone in the LCBO.
- This is where decisions start to manifest.



Celebrate opening weekend.

Get the crew and come down for a brew - on us.

**REC
ANY
DAY**



FREE PINT

MONDAY

R

TUESDAY

**Grab the
wolf pack
and go.**

WEDNESDAY

C

THURSDAY

R

FRIDAY

O

SATURDAY

O

SUNDAY

M



Brewed by Mill Street Brewery, #54-4-314
Toronto, ON, Canada • Certified Organic by OCA

4.2% alc./vol. Organic Beer / Bière biologique
6 x 341 ml BOTTLES / BOUTEILLES

Lauras Afternoon

-Prepares and stocks up for the night

-LCBO

-P.O.S & Display Cards remind me of the snapchat ads from earlier that day.



Display Cards

- LCBO take over
- Reminder from earlier
- Take photo and send it to friends

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Rec Any Day

Sangria

Munchies

Tournament

Wine on Tap

Theatre

French Fries

Super Mario Bros

THE
R E C
R O O M

Point Of Sale

-Siri what's The Rec Room.

				Join the #TrainRecParty! for more information visit: RecRoom.com	 <small>(00) 0 0123456 000000001 8</small>
		THE			
R	E	C			
R	O	O	M		

Rec Any Day

S	M	T	W	T	F	S
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Assistant Optimization



Siri and Google Now will be optimized through local listing websites as well as search engines.

Siri and Google Now will be able to recognize and suggest The Rec Room to the target audience once it is claimed/ added in the following websites.

- Bing
- Google
- Yelp
- Yahoo

This will maximize exposure and increase awareness for the The Rec Room.

Solution Circle

Problem

The Targets rely on their safe option which is typically staying home and watching netflix.

Insight

Both Targets desire the freedom to be able to take a day off and not waste it .

Big Idea

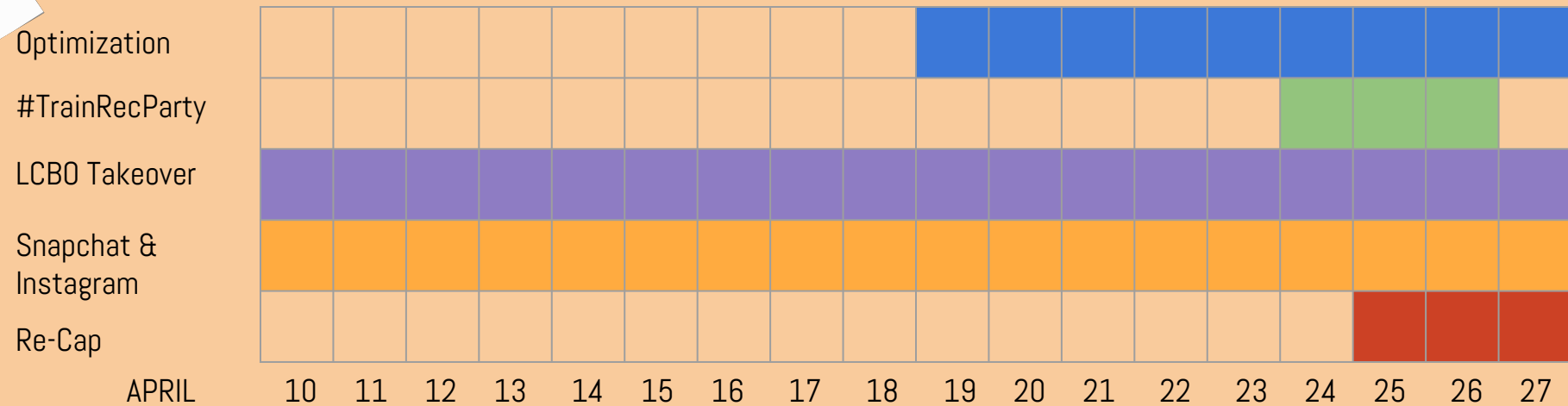
To position The Rec Room as the ultimate day off experience.

Why it Works

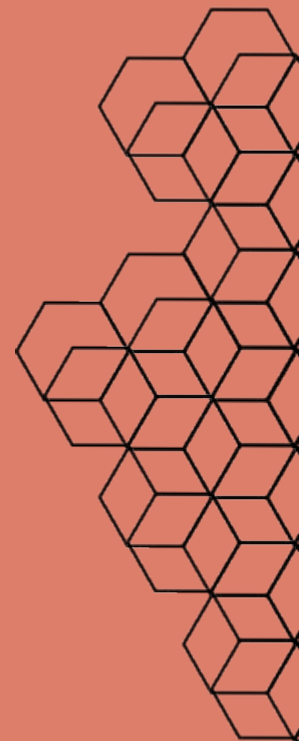
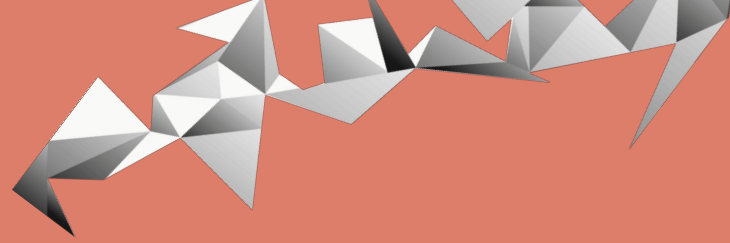
Because of the facility, Rec Room and all of it's amenities.



Flight Schedule



Launch Date



CONCEPT #2
The Rec Room Games

Target audience



Ally

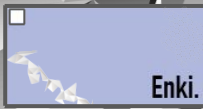
- 22
- Outgoing
- Game Socially
- Very into barcades
- Competitive
- Loves date nights



Josh

Both target enjoy gaming with friends both online and together, in person.

- Primary
- 9 to 5'er
- Kid at heart
- Goes for lunch beers
- Competitive
- Lots of online gamer friends



Problem Statements



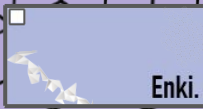
Ally

-I need a motive to go out, I feel I can't figure out what I want but if someone offers something i'm down.



Josh

I must make a conscious decision to either go out with some of my IRL friends or just go back to my man cave and play games.





THE BIG 3

INSIGHT


The target would rather stay at home and game rather than go out and game socially

BIG IDEA

The Rec Room Games & The Gamer Hall of Fame


TAGLINE

The Rec Room Games





The Rec Room Games Concept

- 5 IRL games representing each pillar of The Rec Room
 - Gather your team and compete for points and cast votes for your favourite team
 - The four teams with the most point go head to head in the final round
 - Winner is crowned and immortalized in The Gamer Hall of Fame and wins a VIP experience
- 



Rec Room Games Objectives

Create awareness and excitement for
The Rec Room Launch.

Drive consumer traffic &
consideration for The Rec Room.

Increase website usage.

Become the destination for gamers
of Toronto.



Ryerson Pond



Club District



Karaoke

The Annex



Mortal Kombat

The ACC

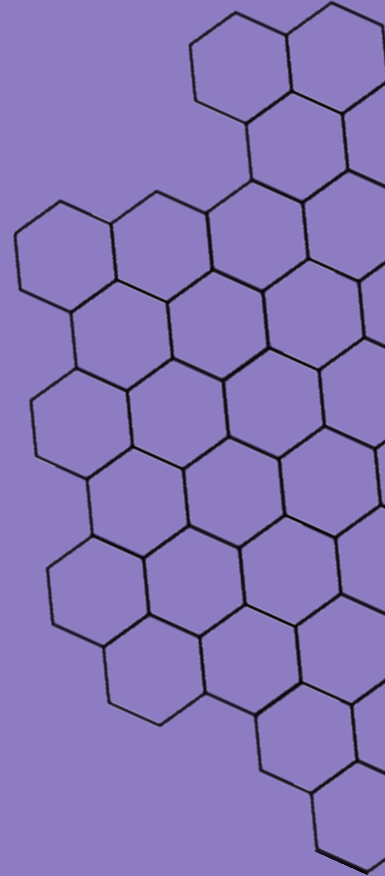
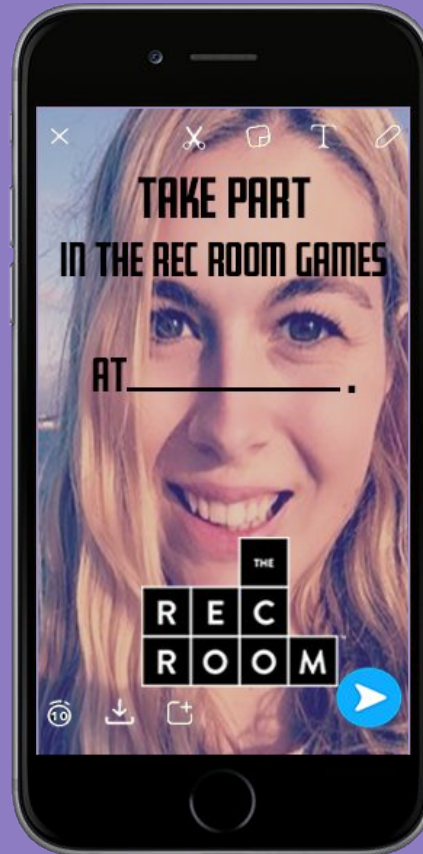


Space Invaders

Young and Dundas



Snapchat Geofilter



Social Media Video

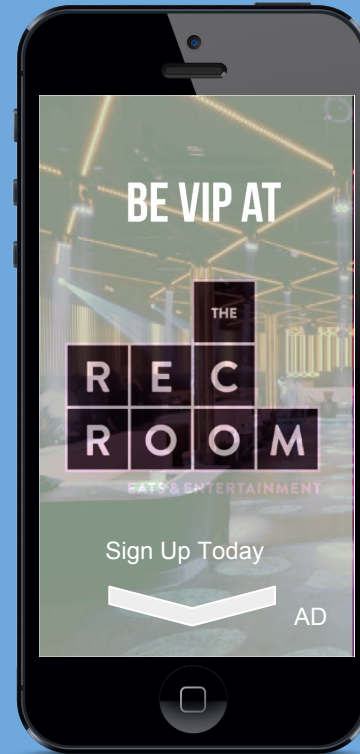
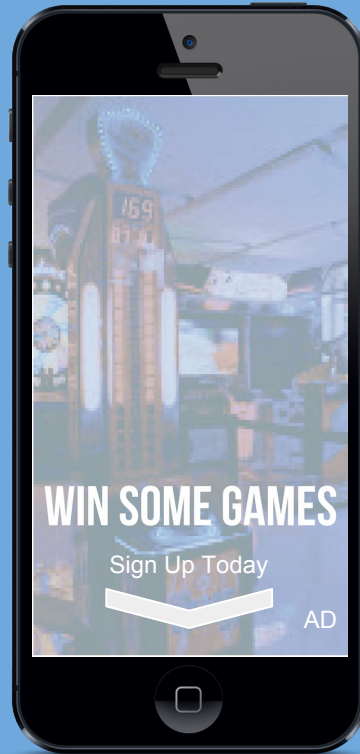
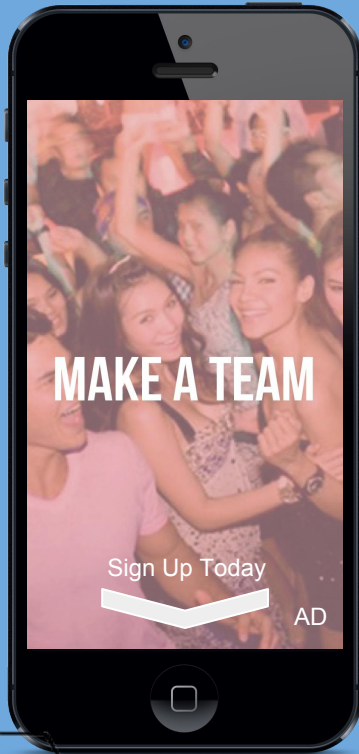


Breakfast Television Press Release

To build excitement around The Rec Room Games we will reach out to Breakfast Television to send a reporter to cover the live games happening around the city.



Sponsored Snapchat Video



Kiss 92.5

As the main station that our target audience listens too, this is where we will be running The Rec Room Games 30 second radio spot on.



Solution Circle

Problem

Both targets would generally rather stay home and game than go out and socialize

Insight

The target needs to break down an emotional wall when they choose gaming inside as opposed as being social outside

Big Idea

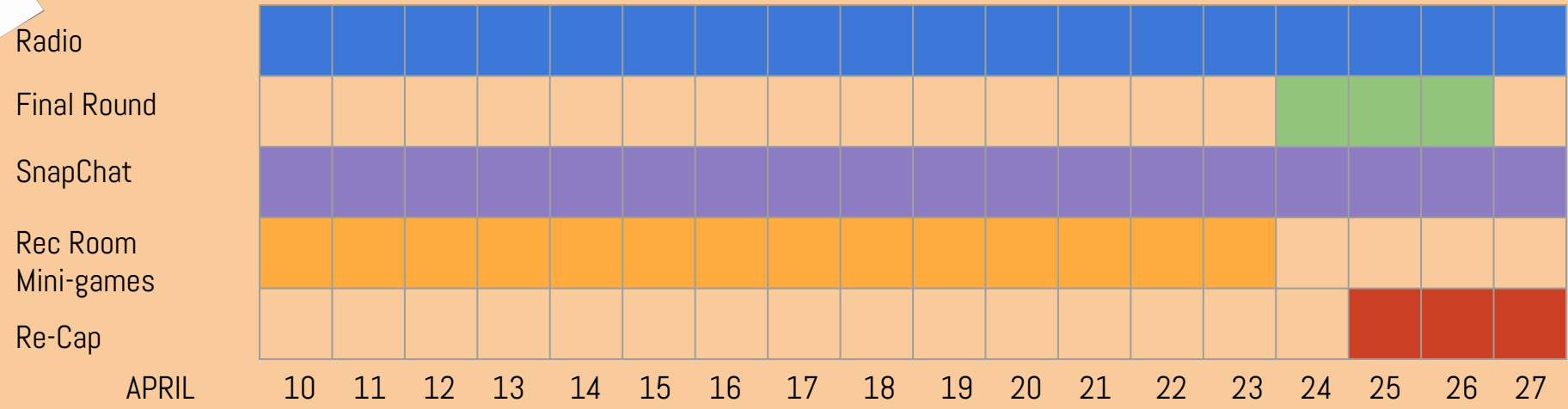
The Rec Room Games & The Gamer Hall of Fame

Why it Works

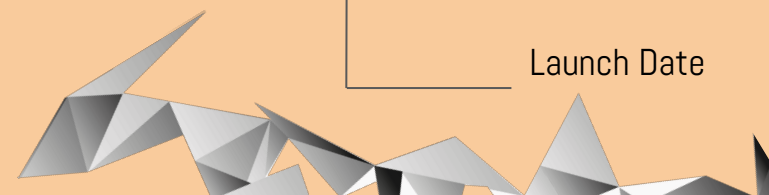
It draws the target out of the house and gives them motivation to game at The Rec Room.



Flight Schedule

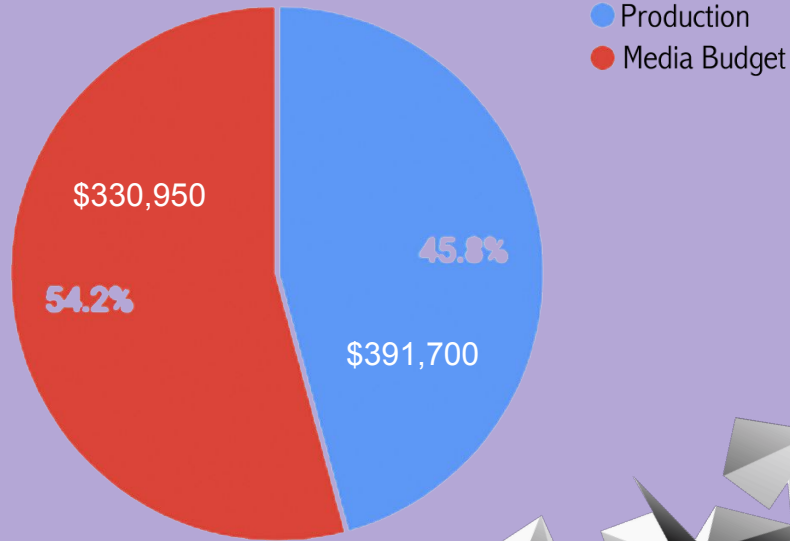


Launch Date

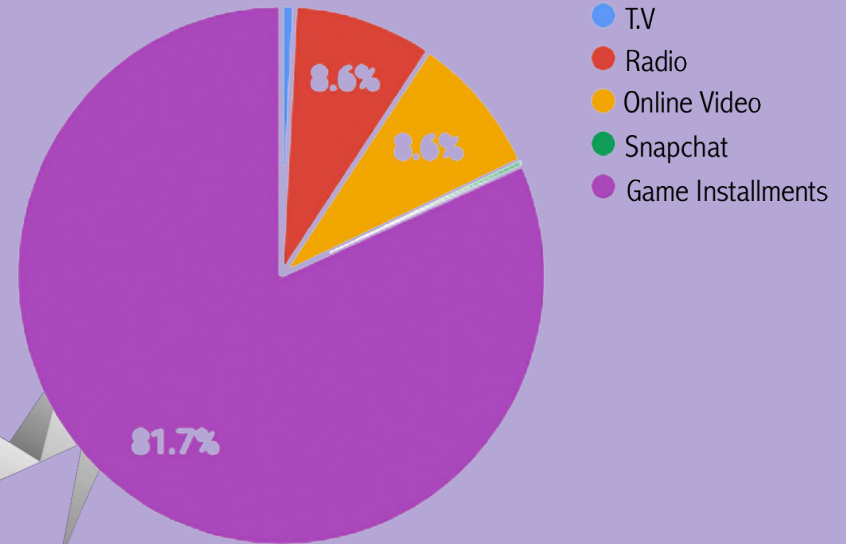


The Rec Room Games Budget

Total Campaign Cost

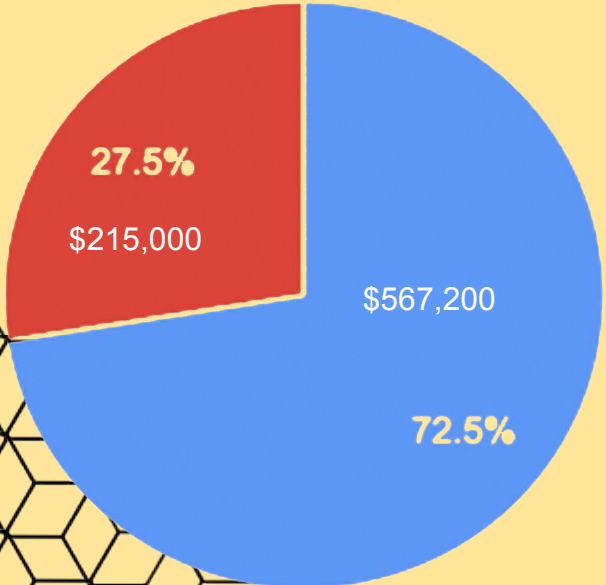


Production Cost Breakdown



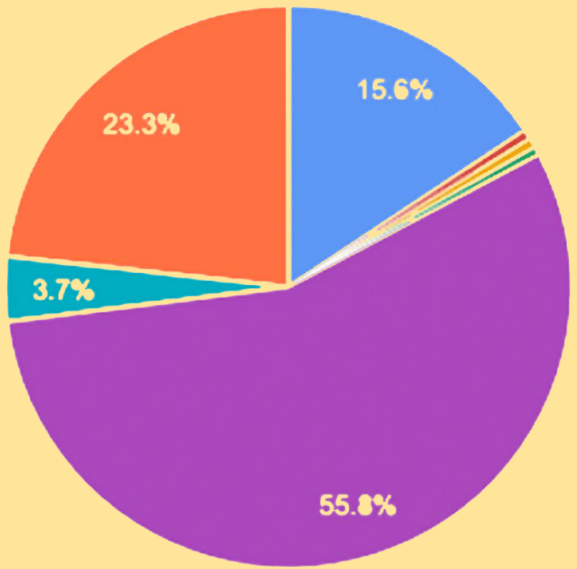
Rec Any Day Budget

Total Campaign Cost



- Media Buy
- Production

Production Cost Breakdown



- Online Video
- Instagram
- Snapchat
- Google SEM
- Street Car
- LCBO Installments
- Mill Street Packaging



THANK YOU

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&

THE
R E C
R O O M

DATA & ENTERTAINMENT