



**Panera's Fresh Start: Nourishing  
Health-Conscious Millennials and  
Students**

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### **Situation Analysis**

Panera Bread is a fast casual establishment, specialized in bringing good food to their customers, in order to bring out the best in people. This restaurant is focused on cooking healthy food with fresh ingredients. Panera's menu is filled with baked goods, soups, pasta, sandwiches, salads and other miscellaneous food choices. Along with the food menu, Panera offers coffee, tea, fountain soda and charged lemonade options. Panera offers an "unlimited sip club" where members pay \$12 per month to get unlimited drinks for fountain drinks and hot and cold tea and coffee. Panera has good media advertising through the use of its influencers like Chris Olsen and Rach Sullivan. Along with effective advertising, the company has deals like the Sip Club and \$0 delivery fees to produce more sales and widen customer audiences.

Part of Panera's beliefs and mission statement is the idea of "A Healthier and Happier World,"<sup>1</sup>. This is played out through the high standard of serving fresh food to customers. Also, to be a healthier establishment Panera is focused on social and environmental issues to hold true to the mission overall, including to reduce carbon emissions by 2025 and their partnerships with nonprofits and organizations <sup>2</sup>.

Panera is owned by JAB Holding Company, which also owns Caribou Coffee and Einstein Bros Bagels. Chipotle and Sweetgreen are some of Panera's biggest competitors. This food establishment specifically follows the clean, fresh food business and is a fast, casual restaurant. Panera has an impressive philanthropic foundation which supports the impacted communities better all around with access to real food. Chipotle has double the followers on

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<sup>1</sup>Panera Corporate Responsibility

[Our-values.html](#)

<sup>2</sup> Panera Bread

<https://www.panerabread.com/en-us/food-values/community.html>

social media with 1.2 million on Instagram and 1.3 million on X. The Chipotle socials highlight the business with comedic content that encourages their followers to engage and buy Chipotle food. Recently, Chipotle raised prices which has impacted its key public and caused their millennial customers to go elsewhere for better priced options.

Another competitor for Panera Bread is Sweetgreen. Sweetgreen is a fast casual restaurant chain that specializes in salads and bowls. This chain provides healthy food options as food is due to the farm to table food quality which aligns with the higher prices. Sweetgreen restaurants are located in suburban areas whereas Panera restaurants are next to shopping centers.

Recently Panera has faced lawsuits and customer backlash for the possible impact of the new charged lemonades. Three customers seemed to have developed negative heart responses from the highly caffeinated beverage and passed away from heart issues. Panera is facing a couple possible death lawsuits with the causation of the charged lemonades. These people unknowingly drank the charged lemonade thinking it was filled with electrolytes, not high amounts of caffeine. The Food and Drug Administration states that “a safe quantity of caffeine...typically amounts to about 400 milligrams per day,”<sup>3</sup> which means that the largest size of a charged lemonade is safe with 390 milligrams.

Panera can increase social media training to build trust and increase customer engagement. In the past, the Panera social accounts have not addressed the alleged charged lemonade issue and has created content that promotes followers to answer with harsh replies. The Panera social media makes comments that spark backlash from users.

Panera needs to rehabilitate the reputation and show its target public the goodness Panera is striving for. Panera wants to be a place that people feel comfortable at and want to hang out,

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<sup>3</sup> CNN  
[index.html](#)

study or gather with one another together. This will utilize social media due to the high percentage of teens and young adults that use these apps daily.

### **Opportunity Statement**

We see an opportunity to rehabilitate Panera Bread's image and strengthen its relationship with the public following recent controversies surrounding the Supercharged Lemonade. By focusing on philanthropic partnerships and offering Sip Club student discounts, Panera can redirect attention from negative incidents and position itself as socially responsible and expand their audiences to students by strategizing social media communication. The challenges Panera faces include restoring consumer trust, mitigating negative publicity, and addressing health concerns associated with its products.

### **Target Audiences**

#### **Health-Conscious Millennials**

Panera's primary consumer audience is millennials<sup>4</sup>. These age groups tend to favor healthy food that is "fresh, less processed and with fewer artificial ingredients"<sup>5</sup>. A study found that "80% of millennials consider health benefits when selecting foods"<sup>6</sup>. Millennials also gravitate more to fast-casual restaurants, and make up 51% of the fast-casual consumer base <sup>7</sup>. While they enjoy quick services, they also seek restaurants that provide them a "fun and

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<sup>4</sup> Business Strategy Hub

<https://bstrategyhub.com/panera-bread-swot-analysis/#:~:text=Panera%20is%20perfectly%20positioned%20to,dislike%20about%20fast%20food%20joints.>

<sup>5</sup> Business Insider

<https://www.businessinsider.com/millennials-dining-habits-are-different-2015-3>

<sup>6</sup> Texas Health

<https://www.texashealth.org/areyouawellbeing/Health-and-Well-Being/Study-Shows-Younger-Generations-Are-More-Health-Conscious-Than-Previous-Generations>

<sup>7</sup> Business Insider

<https://www.businessinsider.com/millennials-dining-habits-are-different-2015-3>

engaging environment” like community tables and interactive dining, when dining is used as an activity or form of “entertainment”<sup>8</sup>.

Ohio’s largest nonprofit health institute, the Cleveland Clinic<sup>9</sup>, has two Panera’s inside its facilities. We suggest that Panera leverages this relationship with the Cleveland Clinic by working with them to review the nutritional value of current menu items and potential future items. This would greatly appeal to Panera’s key audience, health conscious millennials, by demonstrating that Panera is looking out for their health and nutritional values and needs, by working with a health institute. It could also help mitigate backlash from charged lemonade issues, without placing too much emphasis on it. Ultimately, this would both remind and highlight Panera and its services, and bring in more business.

### Students ages 15 - 22 years old

The vast majority of Panera’s customers are located in the suburbs,<sup>10</sup> where there are many large schools, especially high schools. Studies show that teens tend to look for close, fast-casual restaurants when deciding where to eat during lunch and after school<sup>11</sup>

This is also true for students living in cities. A research firm’s College and University keynote survey indicated that about half of students dine on campus and nearly half of college students dine off campus every day, “with 58% visiting a quick-service restaurant and 57% going

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<sup>8</sup> Cybers Agency

<https://thecyphersagency.com/food-marketing-millennials/>

<sup>9</sup> Cleveland Clinic

<https://my.clevelandclinic.org/>

<sup>10</sup> Fast Company

<https://www.fastcompany.com/90806057/paneras-big-bet-on-urban-diners-smaller-restaurants#:~:text=Over%20the%20past%2035%20years,brand's%20%2C200%20stores%20are%20located.>

<sup>11</sup> The Food Institute

<https://foodinstitute.com/focus/teens-top-5-restaurant-chains/>

to a coffee shop once a week or more.”<sup>12</sup> This indicates how important quick-service restaurants are for students, especially those that supply caffeine.

Students also cater to quick service options because they are more cheap and affordable. A study shows that 40% of college students suffer food insecurity<sup>13</sup>. This is due to factors such as rising tuition, and meal plans costs, which impact where students dine and what they eat and drink.

Panera provides a wide variety of meal and drink choices. It also offers many seasonal discounts and rewards programs, including its unlimited Sip Club where members have unlimited refills and early access to Panera's large assortment of coffees, teas, fountain beverages and other caffeinated drinks<sup>14</sup>.

In addition to Panera's drive-thrus and delivery options, there are many restaurants located on college campuses or near campuses and high schools<sup>15</sup>. While most of these Panera's reside in suburban areas, they are also located in urban areas<sup>16</sup>. In 2022, Panera announced plans to put in more diners in urban areas, to be closer to more office spaces and colleges<sup>17</sup>. Panera's quick services, coupled with its accessible locations are good for students who want to quickly get food/drinks.

Panera also appeals to students who wish to dine in and/or get work done by providing a “cozy” and spacious atmosphere<sup>18</sup>, with booths that can seat groups of people and free WIFI.

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<sup>12</sup> Fast Company

<https://www.fastcompany.com/90806057/paneras-big-bet-on-urban-diners-smaller-restaurants>

<sup>13</sup> BMC Public Health

<https://bmcpublihealth.biomedcentral.com/articles/10.1186/s12889-023-15756-y>

<sup>14</sup> Panera Bread

<https://www.panerabread.com/en-us/mypanera/subscription.html>

<sup>15</sup> Spoon University

<https://spoonuniversity.com/reviews/panera-new-location-on-au-campus>

<sup>16</sup>

<sup>17</sup> Fast Company

<https://www.fastcompany.com/90806057/paneras-big-bet-on-urban-diners-smaller-restaurants>

<sup>18</sup> Insider Intelligence

<https://www.insiderintelligence.com/content/us-adults-across-age-groups-prefer-streaming-services-cable->

Panera helps engage these audiences by putting out application ads catered to high school and college students <sup>19</sup>; providing grants for high school students to prepare for college <sup>20</sup>; and having a large Gen-Z presence posting on their Instagram and TikTok<sup>21</sup>. This creates a more familiar and inviting environment for students.

Our target audience for our second initiative is students aged 15 - 22. These students are high school students and traditional college students. The age group starts at 15 because teens can legally drive and they have more freedom to hangout where they want in groups. <sup>22</sup>

This audience is also on social media frequently. A study shows that 72% of 15-17 year-olds use Instagram<sup>23</sup> daily.

Another study shows that 85% of college students use Instagram daily<sup>24</sup>. Similarly, 63% of teens are on TikTok daily<sup>25</sup>, along with 82% of college students<sup>26</sup>. These popular channels are good ways to promote campaigns/the campaign to students.

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<sup>19</sup> Indeed

<https://www.indeed.com/cmp/Panera-Bread/reviews/a-great-place-for-someone-in-high-school?id=db936f6c73ae3094>

<sup>20</sup> Panera Bread

<https://www.panerabread.com/en-us/press/press-room/the-panera-bread-foundation-announces-2023-grant-open-application-period.html>

<sup>21</sup> [https://www.instagram.com/reel/C2vlgEsO\\_fM/?igsh=Z2F0d3ZkcjlnZmdj](https://www.instagram.com/reel/C2vlgEsO_fM/?igsh=Z2F0d3ZkcjlnZmdj)

<sup>22</sup> Teen Mag

<https://www.google.com/url?q=https://yourteenmag.com/social-life/teenagers-friends/social-changes-during-adolescence%23%3A~:text=3DBY%2520about%252014%252C%2520your%2520teen,with%2520one%2520or%2520two%2520friends&sa=D&source=docs&ust=1707938197933246&usg=AOvVaw0c-togCl6fx9McjNhuO6W9>

<sup>23</sup> Bird Feed

<https://thebirdfeed.org/13660/opinions/highlighting-the-negative-impact-of-instagram-on-high-school-students/>

<sup>24</sup> Pepperland Marketing

<https://www.pepperlandmarketing.com/blog/higher-education-instagram-statistics>

<sup>25</sup> CNN

<https://www.cnn.com/2023/12/11/tech/teens-youtube-tiktok-pew-research/index.html#:~:text=In%20the%20survey%2C%2093%25%20of,almost%20constantly%2C%E2%80%9D%20Pew%20reported.>

<sup>26</sup> Best Colleges

<https://www.bestcolleges.com/research/college-student-tiktok-survey/#:~:text=In%20a%20new%20BestColleges%20survey,app%20frequently%20or%20somewhat%20frequently.>



## **Goals & Objectives | Strategies & Tactics**

### **Goals:**

1. Increase awareness of Panera's philanthropic efforts and commitment to health among the target audience of health-conscious consumers.
2. Expand Panera's customer base by attracting students aged 15-22 to its establishments.

***Objective 1:*** Increase awareness of Panera's philanthropic efforts and commitment to health and nutrition among health-conscious millennials to 30% by positioning Panera as the top healthy food chain in the U.S. by the end of December 2024.

***Strategy 1:*** To accomplish this objective, we recommend a partnership strategy that leverages owned media to emphasize that Panera cares about health and nutrition, and is actively supporting health organizations. This will establish Panera as a reliable, health-conscious brand that is committed to nutritious menu items and taking action to support health organizations.

***Tactic 1:*** Utilize current partnership with The Cleveland Clinic to show that Panera cares about health and nutrition, positioning Panera as a leading health-conscious food chain.

- This will entail working with the Cleveland Clinic to have the clinic evaluate current and potential new menu items to ensure high nutritional value of Panera's foods. Once they have evaluated Panera's menu, Panera can then promote the fact that their food items are reviewed and approved by the Cleveland Health Clinic.

- The evaluation process will take place at the top of the year from January through March so that the clinic has ample time to evaluate all of Panera's menu items, and afterwards Panera will be able to promote this in the spring months from April through June.
- Since the Cleveland Health Clinic has scientific expertise and understands health from a medical perspective, Panera's partnership with them will ensure to the key public of health-conscious millennials that Panera is a legitimate healthier choice for food chains; this partnership will leverage their expertise to confirm Panera's credibility.

**Tactic 2:** Survey for new menu items in collaboration with Cleveland Health Clinic

- Create a Qualtrics survey asking questions about what type of new menu item consumers would want to see from Panera. Questions will inquire on whether customers would like a new soup, salad, etc. so that Panera can determine what customers are wanting.
- Survey will be sent out to Panera's email subscribers, as well as being integrated onto Panera's website during September through November so that there's plenty of time for consumers to participate in the survey, and so that Panera can announce the results at the end of the year in December.
- By creating this customer survey, Panera's target audience of health-conscious millennials can feel like they are a part of the process in choosing what new menu item Panera releases, as well as being assured that the new item will be a healthy and nutritious choice with the approval of the Cleveland Health Clinic.

**Tactic 3:** Collaborate with health & nutrition influencers to have them promote Panera's health initiative with Cleveland Health Clinic

- Partner with Kayla Itsines, fitness, family, and nutrition influencer with 12M followers and a large millennial following on Instagram to promote Panera and its health initiative.
- Several posts on her Instagram promoting the new Panera menu items, in collaboration with the Cleveland Health Clinic. These will be posted during late summer months, following the announcement of the partnership and new menu item survey.
- Kayla's audience aligns with Panera's target audience of health-conscious millennials, but she may be able to reach some of the health-conscious millennials that aren't aware of Panera or the nutritional value of the food they have to offer. She also posts a lot of fitness, parenting, health and food, and branded or sponsored content, so a post promoting Panera and its health initiative would fit into her regular content nicely.

**Objective 2:** Expand Panera's student customer base (ages 15-22) to 30% by the end of December 2024.

***Strategy 1:*** To accomplish this objective, we recommend influencer partnerships and owned media strategies focused on catering to students specifically by shifting social media messaging/identity and offering promotions that benefit students. This will encourage students to be more interested in Panera through seeing their social media posts, and to actually purchase something at Panera by utilizing promotions and discounts that benefit them.

**Tactic 1:** Creating a student discount to attract more students to the establishment.

- The discount will be an extension of their pre-existing Unlimited Sip Club, and will offer a discounted offer of \$10/month (compared to standard \$12/month) to get unlimited

drinks including coffee, tea, sodas, and lemonades, specifically for students. The discount will be valid from September through December, when students are going back to school and when consumers are more likely to want warm foods like their soups and macaroni in the colder months.

- The discount will be redeemable by showing proof of a valid student ID when students go to Panera in person. This will encourage students to come to physical locations and physically occupy space within Paneras across the country, establishing students as a main target audience in addition to their main target audience of health-conscious millennials.
- The promotion will be marketed through owned media including email, website, and social media including Instagram and Tiktok, that will specifically cater to students.
- This promotion will gain a larger audience of students to Panera by creating a discount that specifically caters to them, and by making it redeemable for in-person purchases.

#### **Tactic 2: Influencer Partnerships**

- Partner with influencers to spread awareness of the discount to drive consumers to purchase at Panera by utilizing the discount.
- We recommend Panera to utilize their current relationship with influencer Chris Olsen to promote the discount to his Tiktok, since his audience aligns with our target audience, and his work with Panera in the past has been effective. Posts can also be shared on Instagram reels and Youtube shorts if the Tiktok ban comes into place.
- These will be posted during the end of the year while the discount is valid to get more eyes from students while they can utilize the discount aimed towards them.

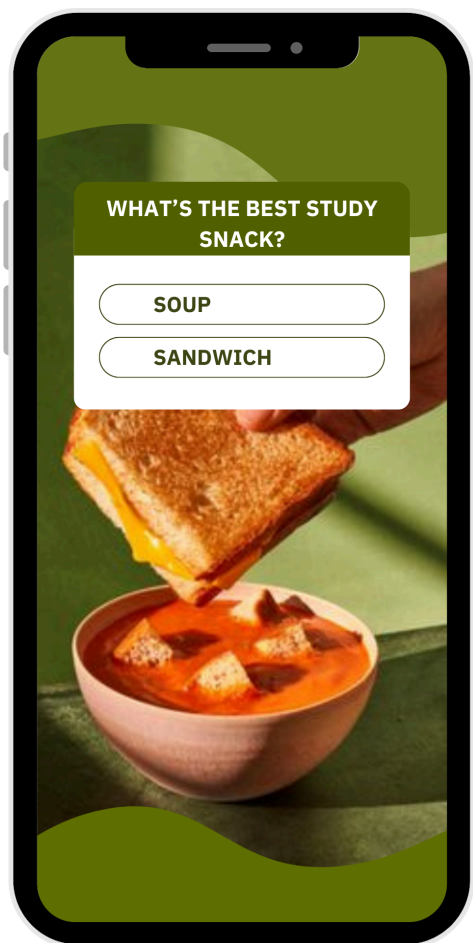
- This will gain more visibility and attention to the discount by utilizing a popular influencer that has an aligning target audience with Panera, and will be mutually beneficial for both Chris Olsen and Panera by furthering their working relationship.

**Tactic 3:** Establishing an online presence through a series of social media campaigns that target high school and college students.

- One campaign will be asking students to post pictures of them studying while eating Panera with the hashtag #PaneraStudyFuel, in which Panera will repost their favorite posts on their Instagram and feature them on their website.
- This campaign will go through the end of the year starting in September while the student discount is valid to encourage a larger presence of students to come into Panera locations and share photos and selfies while they work or study while eating Panera food and potentially utilizing the discount.
- This mockup below shows a potential post that users could put on their Instagram accounts using the hashtag. This will encourage students to not only eat at Panera, but post about it too, showing that students are a good target audience.



- Another campaign will encompass posting quizzes or Q&A's on Panera's Instagram stories that ask students to participate, including questions that specifically target students. This will be posted consistently throughout the year, as the initiative is a more general approach to engage with students through social media on the regular. We suggest these to be posted bi-monthly from January through December.
- This mockup below shows a potential Instagram story post that caters to students with an interactive poll. This will directly appeal to students and allow them to feel a part of the Panera community, and that their voices are heard.



### Evaluation Plan

***Objective 1:*** Increase awareness of Panera's philanthropic efforts and commitment to health and nutrition among health-conscious millennials to 30% by positioning Panera as a top healthy food chain in the U.S. by the end of December 2024.

***Evaluation:***

**At the end of December 2024, we will send out a customer satisfaction survey and have the respondents state what age group they are.**

***Objective 2:* Expand Panera's student customer base (ages 15-22) to 30% by the end of December 2024.**

***Evaluation:***

**At the end of December 2024, we will check how many people used Sip Club rewards with their student ID's.**



## Appendices

STRENGTHS (INTERNAL)	WEAKNESSES (INTERNAL)
<ul style="list-style-type: none"> <li>- Promotion of products (good at advertising on media about new products)</li> <li>- TikTok influencers with large followings posting and promoting company (FRDI show, Chris Olsen, Rach Sullivan)</li> <li>- Creating a casual studying environment for student</li> <li>- “Unlimited Sip Club” membership opportunities</li> <li>- \$0 delivery fee</li> <li>- Provides a variety of drinks to choose from</li> <li>- Wide variety of food</li> <li>- Seasonal soups</li> <li>- Mission statement- focused on climate advocacy</li> <li>- Have a goal to reduce carbon emissions by 2025 and a firm plan and practices in place to meet their goal</li> <li>- Climate activists have stake in company</li> <li>- Own chain of bakery cafes</li> <li>- have an app and you pick 2 discounts</li> </ul>	<ul style="list-style-type: none"> <li>- social media management: posting and making comments - open ended questions without regard to the complaints and backlash they are facing Instagram</li> <li>- failure to disclose health concerns about lemonade or other caffeinated products</li> <li>- website design “when you speak, we listen” can spark controversy because of the lawsuits they’re facing and inability to react in the right way</li> <li>- “Unlimited Sip Club” membership only give discounts for drinks, nothing else, which could contribute to the crisis</li> <li>- Denied responsibility to recent accusations over social media platforms</li> <li>- Barely addressed conflict or backlash on social media, only changed some of their website policies/messaging</li> </ul>

<b>OPPORTUNITIES (EXTERNAL)</b> <ul style="list-style-type: none"> <li>- Good opportunity to spread awareness about heart health</li> <li>- Could team up/partner with heart health organizations and donate proceeds to them to mitigate some of the backlash they are receiving about the energy drinks</li> <li>- Put more info up on social media about warnings and what to avoid</li> <li>- More info on website about safety recommendations</li> </ul>		<b>THREATS (EXTERNAL)</b> <ul style="list-style-type: none"> <li>- Publics backlash on Instagram, especially after recent posts</li> <li>- Recent accusations could threaten chain of bakeries</li> <li>- Competitors with new energy drinks that have come out (e.g., celcius new high energy drink)</li> <li>- Dine Brands Global, Starbucks, and Chipotle (3 biggest competitors) can gain more business</li> </ul>	
	<b>FACTOR</b>	<b>OPPORTUNITY</b>	<b>THREAT</b>
<b>POLITICAL</b>	<ul style="list-style-type: none"> <li>● HEALTH RELATED CRISES CAN IMPACT A COMPANY IN TERMS OF GOVERNMENT REGULATION OF FOOD AND BEVERAGE INDUSTRY STANDARDS</li> </ul>	<ul style="list-style-type: none"> <li>● PANERA CAN ADVOCATE FOR TRANSPARENT LABELING AND RESPONSIBLE MARKETING PRACTICES, POSITIONING ITSELF AS A LEADER IN CONSUMER SAFETY AND REGULATORY COMPLIANCE</li> </ul>	<ul style="list-style-type: none"> <li>● MORE EXTREME REGULATORY MANDATES MAY LEAD TO STRICTER REGULATIONS, COMPLIANCE COSTS, AND POTENTIAL FINES, WHICH COULD IMPACT PANERA'S OPERATIONAL FLEXIBILITY</li> </ul>

ECONOMIC	<ul style="list-style-type: none"> <li>● CUSTOMER TRUST CAN AFFECT THE COMPANY'S SALES, WHICH IN THE LONG-TERM CAN NEGATIVELY IMPACT THE PROFITABILITY AND MARKET SHARE OF THE COMPANY</li> <li>● MEMBERSHIPS PROVIDING DISCOUNTS FOR DRINKS.</li> </ul>	<ul style="list-style-type: none"> <li>● PANERA BREAD CAN INVEST IN PRODUCT INNOVATION, QUALITY CONTROL MEASURES, AND MARKETING CAMPAIGNS TO EMPHASIZE ITS COMMITMENT TO CONSUMER SAFETY AND PRODUCT INTEGRITY</li> <li>● SPECIAL DEALS AND OFFERS LIKE THE "PICK 2" DEAL AND FREE DELIVERY</li> </ul>	<ul style="list-style-type: none"> <li>● LAWSUITS, SETTLEMENTS, AND POTENTIAL FINES RESULTING FROM THE INCIDENTS MAY LEAD TO FINANCIAL LOSSES FOR THE COMPANY</li> <li>● NEGATIVE PUBLICITY AND A DECLINE IN CONSUMER TRUST COULD AFFECT PANERA'S SALES, REVENUE, AND REPUTATION, LEADING TO LONG-TERM NEGATIVE EFFECTS ON PROFITABILITY AND MARKET SHARE</li> </ul>
SOCIO-CULTURAL	<ul style="list-style-type: none"> <li>● CUSTOMERS ARE HEALTH AND ENVIRONMENTALLY CONSCIOUS.</li> <li>● PANERA EMBRACES DIVERSE BACKGROUNDS.</li> <li>● PHYSICAL FITNESS IS RISING AS A TREND AND PEOPLE ARE FOCUSED ON EATING HEALTHY TO SUPPORT THEIR FITNESS GOALS.</li> <li>● HEALTH EMERGENCIES REQUIRE PEOPLE WHO ARE PROPERLY TRAINED AND ACCESSIBLE</li> <li>● MANY RESTAURANTS THRIVE ON CUSTOMER SERVICE AND CUSTOMER SATISFACTION</li> </ul>	<ul style="list-style-type: none"> <li>● PANERA CAN ENGAGE WITH CUSTOMERS, HEALTH ADVOCATES, AND COMMUNITY STAKEHOLDERS TO ADDRESS CONCERNS, IMPLEMENT CORRECTIVE ACTIONS, AND REBUILD TRUST THROUGH TRANSPARENT COMMUNICATION AND GENUINE ACCOUNTABILITY</li> <li>● PANERA HAS PARTNERSHIPS WITH NONPROFITS, CHARITIES AND</li> </ul>	<ul style="list-style-type: none"> <li>● NEGATIVE PUBLICITY, SOCIAL MEDIA BACKLASH, AND BOYCOTTS CAN TARNISH PANERA'S REPUTATION</li> <li>● YOUNGER EMPLOYEES HAVE LESS EXPERIENCE-AREN'T AS TRAINED/EXPERIENCED WHEN IT COMES TO HEALTH EMERGENCIES</li> <li>● EMPLOYEES WON'T GRASP ENOUGH INFORMATION IN THE LIMITED AMOUNT OF TIME TO TRAIN- TRAINING NOT COMPREHENSIVE ENOUGH</li> </ul>

	<ul style="list-style-type: none"> <li>● GEN-Z CATERS MORE TOWARD FAST-CASUAL AND CONVENIENT RESTAURANTS</li> <li>● PEOPLE GRAVITATE TOWARD “FAMILY ORIENTED RESTAURANTS” WITH SPACE AND PRIVACY TO BRING GROUPS</li> <li>● PARENTS ARE CONCERNED WITH KIDS HAVING NUTRITIOUS FOOD OPTIONS</li> <li>● STUDENTS IN SUBURBS AND COLLEGE TOWNS WANT CONVENIENT AND AFFORDABLE FOOD OPTIONS</li> </ul>	<p>OTHER ORGANIZATIONS PROMOTING SOCIAL GOOD</p> <ul style="list-style-type: none"> <li>● PANERA CAN USE YOUNGER EMPLOYEE AGE GROUP, TO ATTRACT YOUNGER AUDIENCE AND MAKE ATMOSPHERE MORE FAMILIAR</li> <li>● PANERA’S QUICK ONBOARDING PROCESS CREATES MORE EMPLOYEES, ACCESSIBLE WHEN NEEDED</li> <li>● PANERA HIRES A DIVERSE SET OF EMPLOYEES OF MANY AGE GROUPS</li> <li>● PANERA HAS BOOTHS TO ACCOMMODATE BIG GROUPS AND CREATE MORE OF A “PRIVATE” SETTING, WHICH CAN CATER TO STUDENTS, FAMILIES, AND OTHER AUDIENCES</li> <li>● PANERA IS KNOWN FOR FAST SERVICES, AS WELL AS OFFERS DELIVERY AND DRIVE-THRU</li> <li>● PANERA HAS VARIETY OF</li> </ul>	<ul style="list-style-type: none"> <li>● TEENS DON’T UTILIZE SIT-IN OPTION BECAUSE OF OTHER FAST SERVICES</li> <li>● PANERA'S FOOD MENU CAN BE PRICEY FOR SOME PEOPLE</li> </ul>
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		<div>NUTRITIOUS FOODS TO PICK FROM</div> <ul style="list-style-type: none"><li>● PANERA HAS LOCATIONS ON COLLEGE CAMPUSES</li><li>● PANERA OFFERS MEAL POINT TRANSFERS AT LOCATIONS</li></ul>	
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<p><b>TECHNO-LOGICAL</b></p>	<ul style="list-style-type: none"> <li>● SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM, TWITTER, FACEBOOK HAVE BECOME A LARGE PART OF BUILDING BRAND IMAGES AND GETTING BUSINESS OVER PAST COUPLE YEARS</li> <li>● BUSINESSES ARE EXPECTED TO HAVE SOCIAL MEDIA AND CONTINUOUSLY UPDATE/POST</li> <li>● MORE PEOPLE USE DELIVERY SERVICE APPS (DOORDASH OR COMPANY APPS TO CALL IN AND PICK UP)</li> <li>● MANY PEOPLE ORDER ONLINE/ON APP OR CALL IN</li> <li>● DRIVE-THRUS HAVE INCREASED, ESPECIALLY WITH THE PANDEMIC</li> <li>● PEOPLE ENJOY BUSINESSES WITH DRIVE THRUS</li> <li>● NEW TECHNOLOGIES HAVE MADE DISCOUNTS AND COUPONS MORE READILY AVAILABLE</li> <li>● PEOPLE LIKE MEMBERSHIPS THAT ARE PURCHASABLE-ON-THE-GO, AND CAN SEE BENEFITS THROUGH WEBSITE, APP</li> <li>● BUSINESSES THAT FREQUENT SOCIAL MEDIA/ARE ACTIVELY POSTING KEEPS PEOPLE IN THE LOOP AND</li> </ul>	<ul style="list-style-type: none"> <li>● BUSINESSES THAT HAVE BEEN ESTABLISHED CAN REMIND CUSTOMERS OF SERVICES MORE OFTEN THROUGH SOCIAL MEDIA</li> <li>● SOCIAL MEDIA HELPS BUSINESSES DEVELOP/BUILD BRAND IMAGE AND KEEP PEOPLE INCLUDED/CONNECTED</li> <li>● BUSINESSES CAN GET MORE BUSINESS/ORDERS BY USING DELIVERY SERVICES (DOORDASH, UBER EATS, THEIR OWN)</li> <li>● PEOPLE CAN ORDER ONLINE AND MAXIMIZE EFFICIENCY AND ORDER SPEED</li> <li>● DRIVE-THRUS INCREASE ORDER SPEED AND BUSINESS</li> <li>● PEOPLE ARE MORE DEEPLY CONNECTED TO BUSINESSES THROUGH MEMBERSHIPS THAT ARE ACCESSIBLE THROUGH SOCIAL MEDIA AND CAN BE PURCHASED</li> </ul>	<ul style="list-style-type: none"> <li>● ORDERS CAN GET MIXED UP/MISHEARD FROM DRIVE THRUS</li> <li>● MORE PEOPLE PUT PRESSURE ON BUSINESSES TO HAVE CSR MODELS AND FALL IN LINE WITH OTHER BUSINESSES</li> <li>● YELP REVIEWS AND GOOGLE RATINGS CAN MAKE OR BREAK BUSINESSES AND THEIR PARTNERSHIPS/POTENTIAL PARTNERSHIPS</li> <li>● BUSINESSES WHO AREN'T UP TO DATE WITH SOCIAL MEDIA, ON SOCIAL MEDIA CAN MISS OUT ON BUSINESS</li> <li>● BUSINESSES MAY BE LOSING MONEY FROM DISCOUNTS OR PRESSURED TO GIVE OUT MORE BECAUSE OF ALL DISCOUNTS OFFERED ONLINE</li> <li>● CAN LOSE BUSINESS IF NOT KEEPING UP WITH HOLIDAY SPECIALS</li> <li>● INCREASED PRESSURE ON BUSINESSES TO PERFORM WELL AND HAVE GOOD CONNECTIONS/PARTNERSHIPS</li> <li>● PEOPLE EXPECT GOOD DISCOUNTS AND MEMBERSHIP SERVICES</li> <li>● CUSTOMERS EXPECT BUSINESSES TO ANSWER PHONE AND OTHER REQUESTS</li> </ul>
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	<p>SHOWS CUSTOMERS WHO/HOW THEY ARE</p> <ul style="list-style-type: none"> <li>● <b>MORE</b> BUSINESSES HAVE <b>CSR</b> (CORPORATE SOCIAL RESPONSIBILITY) MODELS AND HIGHLIGHT THESE ON THEIR WEBSITE/MISSION STATEMENTS/MESSAGING</li> <li>● <b>SOCIAL</b> MEDIA AND RATING APPS LIKE YELP HAVE MADE CUSTOMER SERVICE VERY IMPORTANT</li> <li>● <b>MORE</b> BUSINESSES TO PARTNER WITH OTHER BUSINESSES</li> </ul>	<p>ON THE GO, CAN CONSTANTLY SEE BENEFITS</p> <ul style="list-style-type: none"> <li>● <b>CSR</b> MODELS GIVE BUSINESSES CHANCES TO “DO GOOD” AND INCREASE CUSTOMER SATISFACTION/RETENTION</li> <li>● <b>MORE</b> DISCOUNTS= MORE SERVICE</li> <li>● <b>A</b> COMPANY WITH GOOD CUSTOMER SERVICE/GOOD EMPLOYEES CAN BENEFIT A BUSINESSES REPUTATION</li> <li>● <b>RATING</b> APPS CAN BOOST REPUTATION AND BRING MORE PEOPLE TO BUSINESS</li> <li>● <b>SOCIAL</b> MEDIA CONNECTS BUSINESSES TO OTHER BUSINESSES, WHICH ESTABLISHES GOOD PARTNERSHIPS, CONNECTIONS, NEW CUSTOMERS</li> </ul>	
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## Timeline

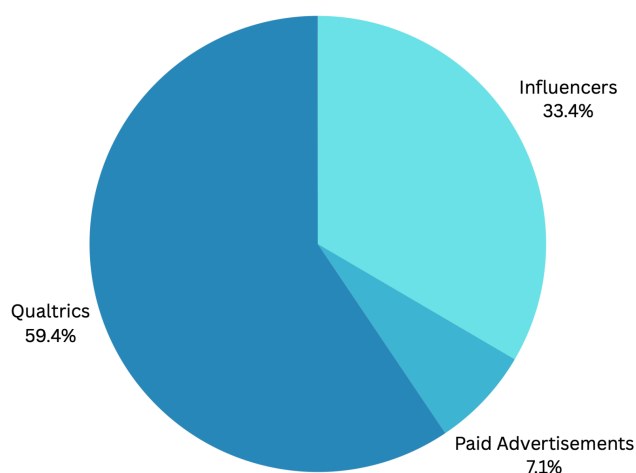
TIMELINE													
OBJECTIVE	TACTIC	J	F	M	A	M	J	J	A	S	O	N	D
Increase awareness of health and nutrition efforts among health-conscious millennials to 30% by the end of December 2024.	CC evaluates current menu	X	X	X									
	Panera announces and promotes CC partnership and their nutrition initiative				X	X	X						
	Panera sends out survey for new menu item									X	X		
	Influencer posts about Panera's nutritional value and CC partnership on Instagram						X	X	X				
	Panera announces survey results for new menu item												X
Expand Panera's student customer base (ages 15-22) to 30% by the end of December 2024.	Panera announces student discount on website, email, and social media									X			
	Influencer posts about student discount and promotes Panera on Tiktok										X	X	X
	Panera posts series of polls on Instagram stories targeted towards students	X		X		X		X		X		X	
	Panera posts on social media encouraging students to use hashtag #PaneraStudyFuel									X	X	X	X

 Panera Timeline



## Budget

Budget Info	Strategy	Tactic	Component	Detail	Unit Cost	Quantity	Total Cost
Awareness	Strategy 1	Tactic 1	Advertise partnership with the Cleveland Clinic.	Use social media posts and email subscribers to promote the partnership. These posts will be paid ads to increase reach for Panera.	100	84 x 100	8,400
		Tactic 2	Create a Qualtrics Customer Interest Survey.	This will allow consumers to suggest what they want to see on the menu and be able to have a voice with Panera.	10 per survey	7000 x 10	70,000
		Tactic 3	Collaborate with Health Influencers.	Partner with Kayla Itsines and have her promote new menu items to her 12M followers.	3,000	5 x 3,000	15,000
Student Ages 15-22	Strategy 1	Tactic 1	Create a Student discount for the Unlimited Sip Club	With a student ID, students can set up a Unlimited Sip for a discounted price of \$10 per month to encourage more engagement and increase this key public to spend more time at Panera restaurants.	If student members exceeds 30,000, then the student discount will be discontinued and student members will be emailed to announce that the Unlimited Sip Club membership will cost \$12 per month.	N/A	N/A
		Tactic 2	Chris Olsen Influencer	Chris Olsen posts about Panera and the atmosphere Panera offers on tiktok	2,400	10 x 2,400	24,400
		Tactic 3	Social media campaign	Posting quizzes, polls and QandAs to interact with the key public and learn more about these consumers	Time for social media posting	N/A	N/A



Total Budget: 117,800

## **Conclusion**

Our goal is to rehabilitate Panera's brand image by focusing on rebuilding trust with its consumer groups, while also driving business growth. We've selected health-conscious millennials and students ages 15-22 as the target audiences for our plan to help us achieve this goal and solidify Panera's commitment to health and wellness. Leveraging our current partnerships with Cleveland Clinic will help Panera amplify this commitment to health-conscious millennials and help position the brand as a top choice for them. Similarly, our student discount initiatives will benefit high school students and traditional college students ages 15-22 by giving them access to affordable and healthy options. This will engage this demographic to Panera's services, especially dining in with the familiar atmosphere of students and large booths. Targeting these consumer groups by catering to their evolving needs and preferences will help strengthen Panera's relationships with its customers by increasing customer satisfaction and retention, while expanding its customer base and helping it emerge as a leader in the fast-casual dining industry. Our plan hones in on Panera's existing strengths and leverages its pre-existing partnerships, such as with the Cleveland Health Clinic and with Tiktoker Chris Olsen, and overall is a very cost-effective plan to rehabilitate Panera's image and position them as a credible, trustworthy, and inviting establishment among current main target audiences as well as new target audiences as well.

## **References**

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