

Red Jacket Communication Plan

CAS

Objectives

- Generate awareness of the newly renovated Red Jacket Dining Complex
- Promote all of the local partnerships that had involvement on the project
- Promotion Red Jacket at a community space

Target Market

- Primary
 - SUNY Geneseo community
 - Student, faculty, staff
- Secondary
 - Local Geneseo community

Communication Strategies

- Facebook
 - Paid ad promoting grand opening event
- The Lamron (college newspaper)
 - Paid ad promoting the event
- Email
 - SUNY Geneseo internal messaging system
- Print
 - Posters and flyers across campus
- News Release
 - Livingston County News (local newspaper)

Messaging

- Based off of the current theme
 - “Building community one bite at a time”
- State of the art facility and building features
- Food “crafted” by chefs
- Only location on campus featuring a station void of the top 8 food allergens