

Restaurants alliance White Rabbit Family

Prepared: Anna Savenkova

1. Marketing mix - 4 Ps (Product, Price, Place, Promotion)
2. Corporate Responsibility
3. Neuro Marketing
4. The impact of Covid-19

Product

- White Rabbit Family is a Russian restaurant alliance united by a single goal - providing great taste and positive emotions, inspired by Boris Zarkov since 2010.
- The concept chef and the standard of taste for many chefs of the WRF association, Vladimir Mukhin, is one of the most outstanding Russian chefs.
- The holding includes 31 restaurants around the world and basically we can say that they all sell food. But in fact, we can eat at home, or go to a store called "ABC of Taste" to take ready-made food. Therefore, in fact, the restaurant sells emotions of happiness and this is the main principle and differentiation of the holding from others.
- Each brand (restaurant) within the holding follows a well-formed concept, thanks to which the guest builds a clear association with the place. Branding, corporate identity, serving, filling the menu, selection of music, design inside and outside the cafe, scripts for communicating with guests of different price segments.

Price

- The alliance takes into account that its consumers are from different economic segments, so the company adheres to the strategy of universalization.
- The average check in alliance restaurants (in different concepts) varies from 300 rubles to 7,500 rubles per person.
- And for example, a confetti consumer will order pizza and mors for lunch at the Gorynych restaurant (average check = 780 rubles), and in the evening he will go to the Sakhalin gourmet restaurant and order assorted Japanese tartars – Kamchatka crab, eel, salmon and octopus grilled with romesco sauce (average check = 5270 rubles).

Place

- Restaurants sell atmosphere. The atmosphere is what scans the limbic brain through the senses: eyes, ears, skin, etc. There are thirty of these organs, not five, as they have been teaching at school since the XV century. When we come to a restaurant, it seems to us that the light should be warm... Why? Because a person, when he was sitting by the fire, felt so safe. And if the light is lit as in the operating room, then it will just push away. And if some kind of "Ramstein" was playing here instead of deep house music, then this is also, as they say, "the wrong coat". Or if the restaurant stank of fried meat or vegetables. There may be a million such "not".
- The choice of geolocation is also important. For example, the Sakhalin restaurant is located near the Azimut Hotel, the Ministry of Foreign Affairs of the Russian Federation on Smolenskaya Street. Why? Because this restaurant belongs to the luxury segment. The average check is from 5000 rubles per person and at the entrance the concierge will press the button in the elevator for you. If such a restaurant were located in any shopping center, it would be a direct hit to the target audience.
- Also, in order to reduce the binding to the locality, each restaurant delivers dishes around the city.

Promotion

- All restaurants of the alliance have their own website and Instagram, the materials of which are updated and maintained daily. User-friendly and intuitive interface, high-quality navigation, the ability to use multiple languages.
- Restaurants also make the process of buying and interacting with the product as convenient and familiar to the user as possible, by: own application based on Android and iOS, through which the user can: book a table, arrange delivery / order on time, get acquainted with the menu, find out the details of the restaurant.

As tools, use the following:

1. Contextual advertising
2. E-mail marketing
3. SEO promotion
4. Thematic events on a specific topic involving media guests and building an image (For example, in the fall they held a themed dinner "Great France" at the White Rabbit restaurant. They called bloggers of various directions, Vladimir Mukhin cooked dishes of the greatest chefs of France: Ducasse, Garnier and so on. We gave the guests the opportunity to taste five wines of French houses at cost, although their average price was about 400,000 rubles)
5. Targeted V Kontakte advertising
6. Advertising in magazines, Youtube
7. SMM on social networks
8. Loyalty cards

Corporate Responsibility

- The social responsibility of business works on the condition that both sides win — society and the restaurateurs themselves. First of all, it seems to me that it is important to work out everything related to employees. This is the approach of our alliance.
- Satisfied employees mean high productivity, courtesy to guests and loyalty to the company.
- As the founder Boris Zarkov himself says: "The main business trend today is to create emotions and help people become better."
- The main corporate task is to change the culture and help people realize themselves. Create values in restaurants using design thinking methods. Manage employees at all levels in a coaching style, where creativity, optimism, challenges and a team are the main thing.
- To eradicate the ideology of lies and the culture of fear of making mistakes and fear of being punished for it.
- The Alliance places a strong emphasis on the education of its employees (trainings, tests, forums, books), as it believes that these people primarily create value for guests.

Neuro Marketing

- An example of neuromarketing in the alliance in the age of technology: one of the alliance's projects (She restaurant), for the first time in the world, created artificial intelligence in the role of chef - Sasha Weiner, a fictional character who has a face and voice, his own story and an Instagram account.
- Artificial intelligence has gone through several stages of training: now it thinks like WRF brand chef Vladimir Mukhin, knows recipes of world cuisines and, based on its experience, gives out new, "inhuman" combinations.
- An interactive menu will soon appear in the restaurant, which will allow restaurant guests to choose dishes based on individual preferences and independently transfer the order to the kitchen. This move attracts the interest of millennials well and clearly shows the possibilities of neuromarketing.
- The alliance also uses: the order of placement of dishes, studies have shown that people are more likely to order what is at the top of the list (up to 35% of visitors order the first course).
- The Alliance has eliminated the currency sign in the menu. This is a relatively recent trend, as is the display of prices using round, non-detailed numbers. If you value your steak at just 1,500 rubles, and not 1,500 rubles, then this will weaken the associative connection with money and reduce the so-called "pain of payment".
- Creative descriptions of dishes and layout of the menu page according to the rule of the golden triangle (the user's gaze first gets to the middle of the menu, then to the upper right corner, and then to the upper left)