



Earls



KITCHEN + BAR

BOSTON
UNIVERSITY

School of Hospitality Administration
Professor Katz | April 27, 2023

**Matt Baugher, Kammy Hou, Tammy Luan,
Ashley Maturano, Sophia Vaughan**

Ex • pert

Noun

An expert, more generally, is a person with extensive knowledge or ability based on research, experience, or occupation and in a particular area of study.

Example: “Oh that Professor Katz, he’s such a marketing expert!”

Earls

Ex • pert

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Meet your *Earls Experts*

KITCHEN + BAR
Earls
KITCHEN + BAR



Kammy Hou,
MMH '23



Tammy Luan ,
MMH '23



Matt Baugher,
MMH '23



Ashley Maturano,
MMH '23



Sophia Vaughn,
MMH '23

The Experts Review *their favorites*



Expert Kammy



Favorite Earls Item:
Ahi Tuna Poke Bowl



"Fresh & creative—
not your typical
poke!"



Expert Tammy



Favorite Earls Item:
Surf + Turf



"Delicious &
unforgettable!"



Expert Matt



Favorite Earls Item:
Iced Irish Coffee



"The perfect
pick me up!"



Expert Ashley



Favorite Earls Item:
Crispy Shrimp Sushi Tacos



"The crunch and
flavors are a match
made in heaven!"



Expert Sophia



Favorite Earls Item:
Coconut Mint Margarita



"Always a nice
refreshing beverage
with your meal!"

Our Main *Challenges*

KITCHEN + BAR

Earls

KITCHEN + BAR

Our Main *Challenges*

KITCHEN + BAR

Earls

KITCHEN + BAR



Comparison to Restaurant Chains

We are not a hospitality group chain restaurant, a franchise, or publicly traded but we are a Canadian family-owned restaurant.

Our Main *Challenges*

KITCHEN + BAR

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KITCHEN + BAR



Comparison to Restaurant Chains

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Brand Recognition

Guests come in and struggle with the idea of a premium casual restaurant that is a family-owned chain. Plus, there is a lack of knowledge that it is Canadian-based.

Our Main *Challenges*

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KITCHEN + BAR



Comparison to Restaurant Chains

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Brand Recognition

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Service + Experiences

Inconsistent services and guest experiences are mentioned in online reviews, which has led to customer dissatisfaction and lack of loyalty.



So, *who* is our competition?



Comparing Traditions + Innovation

Main Competitors

*The Cheesecake Factory
Salty Girl Seafood + Bar
Rochambeau
Terra at Eataly
Mooo....*

**We chose these competitors
based on:**

Location (Back Bay/Prudential Center)
Popularity in community
Food quality
Food price

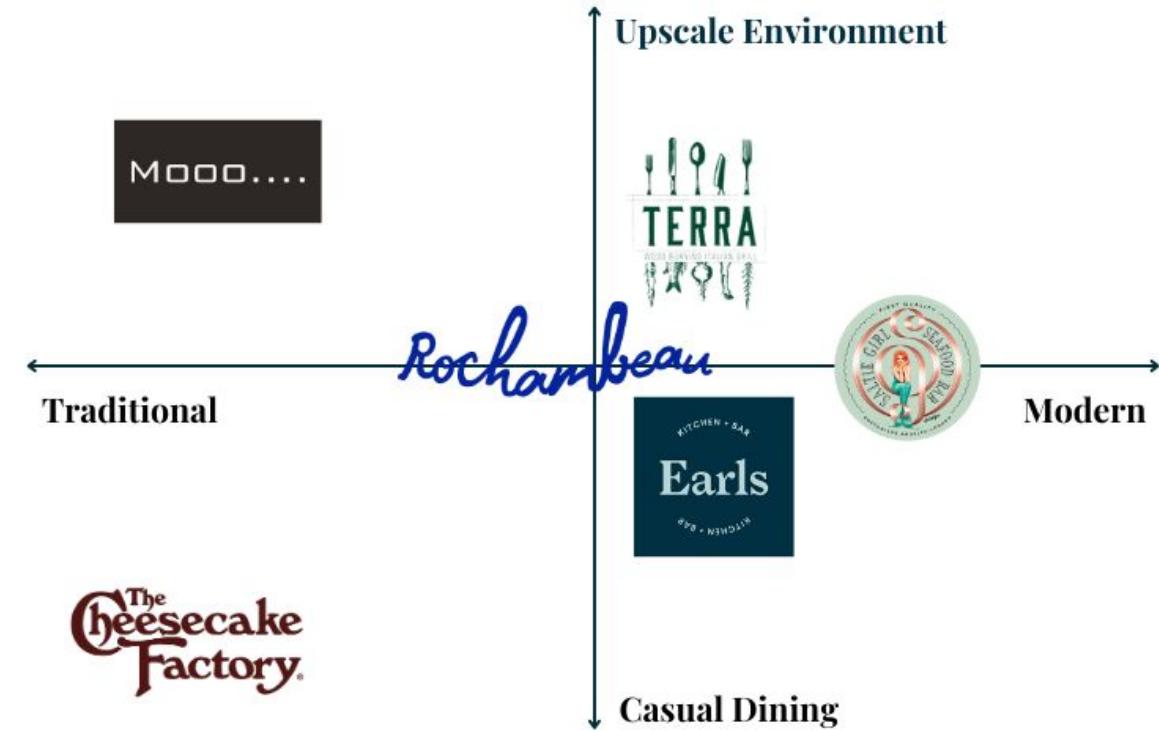


Comparing *Cost* and *Menu Variety*





Comparing *Dining Environments*



Competitive Analysis



EARLS

Trend forward
Classic dishes with an innovative twist
Modern, sleek design

Price: \$\$-\$ \$\$

Quality: Above Average

Service: Excellent



THE CHEESECAKE FACTORY

Large chain
Lacks uniqueness
Exactly the same in every location

Price: \$\$

Quality: Average

Service: Average



TERRA EATALY

Exotic, modern setting
Authentic Italian dishes with a twist.

Price: \$\$-\$ \$\$

Quality: Above Average

Service: Average

MOOO....

MOOO...

Exclusive dinning
Traditional, American steakhouse

Price: \$\$\$-\$ \$\$\$\$

Quality: Above Average

Service: Excellent



SALTIE GIRL SEAFOOD BAR

American, classic seafood
Retro, hip design

Price: \$\$\$

Quality: Above Average

Service: Excellent

Rochambeau

ROCHAMBEAU

Loud and chaotic dinning room
French cuisine

Price: \$\$-\$ \$\$

Quality: Average

Service: Average

Who did we talk to?



26 Interceptions

on Boylston Street

107

Survey Responses



Shelby Popove,
Talent Onboard Manager,
9+ years with Earls



Lynn Macdonald,
Regional Director of Operations

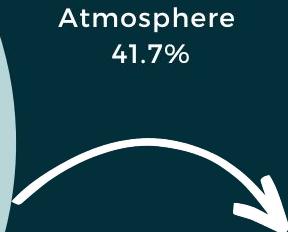
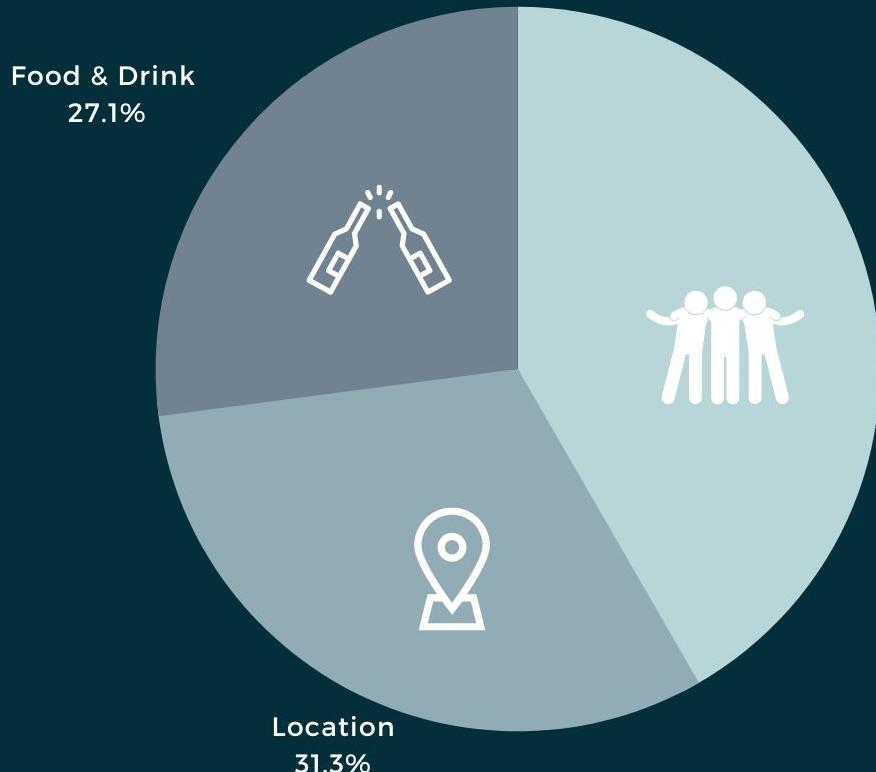


Pierre Moglen,
Past Server



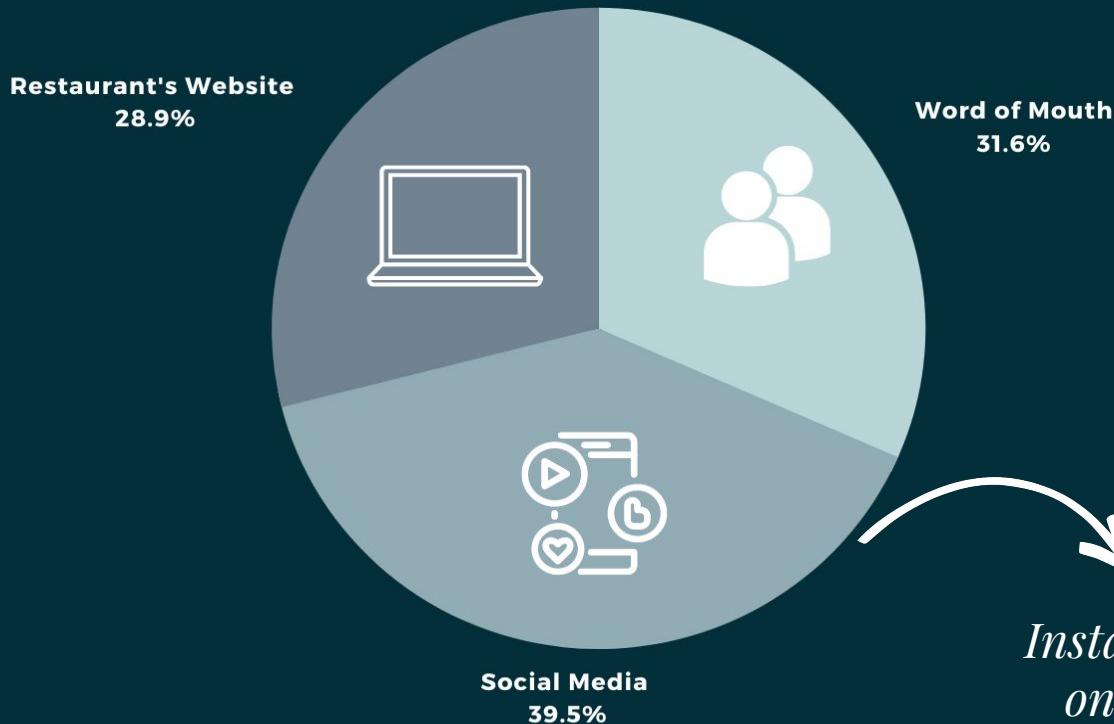
Scottie
Server for 10+ years

Which aspect of Earls
brought you the most
satisfaction?



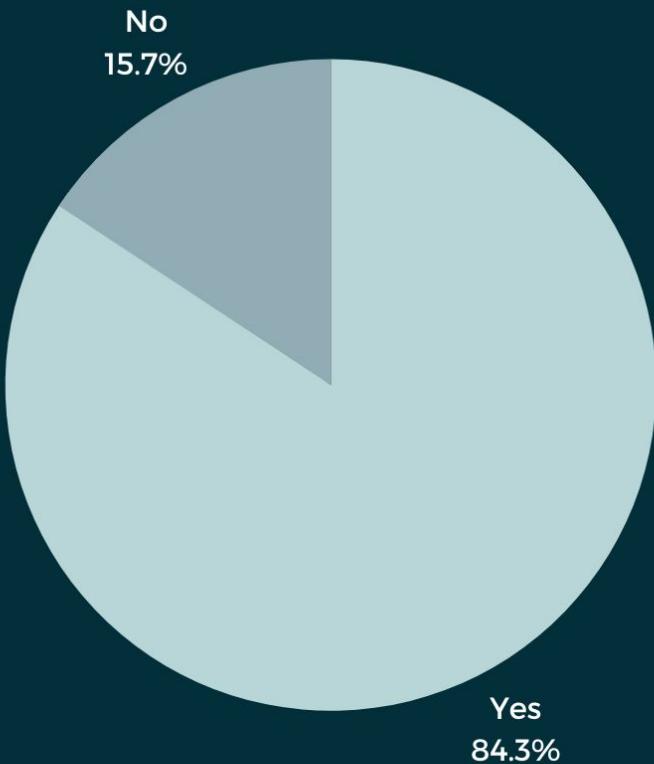
*One of Boston's best
rooftop views!*

How do you get your dinning information?



*Instagram being
one of them!*

Would you be interested in an Earls Loyalty Program?



Based on our responses Earls Loyalty Program should include:



PROMOTIONS



REWARD SYSTEM



SECRET MENU



BIRTHDAY
REWARDS

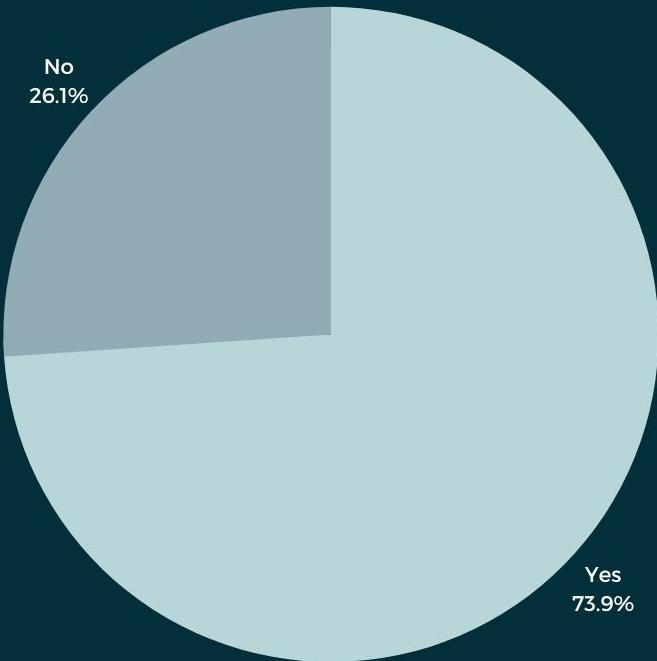


FREE DRINKS



DISCOUNTS

Do innovative dinning trends influence your dinning decisions?



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What did we learn from all this research?

-  Atmosphere
-  Social Media
-  Word of Mouth
-  Loyalty Program
-  Innovation

Based on our

audience:
Insights Reports



How is our target audience consuming information?



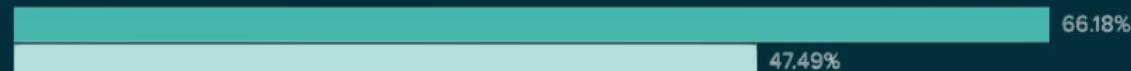
Mobile Device



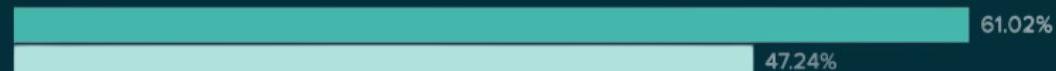
Purchase Influence Factors



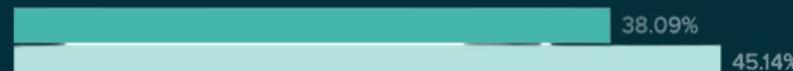
Friends & Family



Brand Name



Social Media



Interests & Hobbies



Travel



Food & Drink

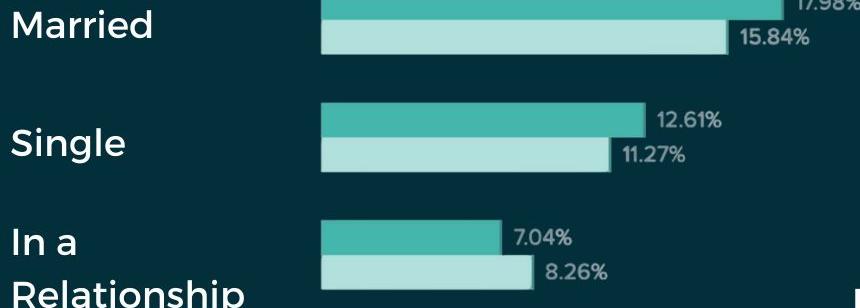


Sports

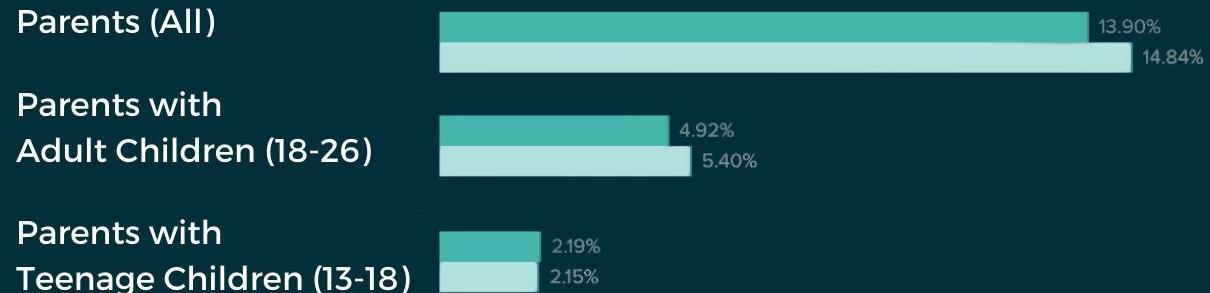




Relationship Status



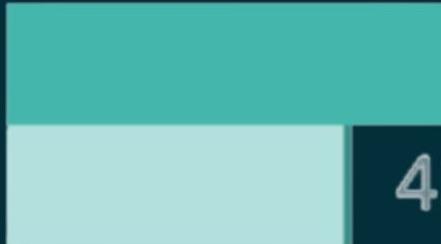
Family Status



Type of Content



Their Own Content



Are like to
Reshare Content

Say *Hello* to Michelle



*"I love reminiscing
on the flavors
of the different cultures
I've experienced in
my travels "*

Outgoing

Accommodating

Deliberate &
Persistent

Sociable

After a long week of taking care of her bundles of joy, Michelle loves catching up with her husband over date night in a cool, yet casual environment.

Age: 40

Location: Beacon Hill, Boston

Occupation: Stay-at-home Mom

Behaviors + Interests

Loves to travel to places near and far to experience different cuisines



Obsessed with going to Equinox every morning for Yoga

Enjoys walking to her neighborhood Starbucks for a latte in the morning



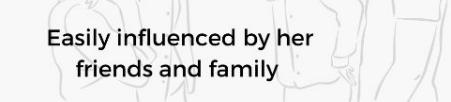
Stays up to date with social media trends and creates lifestyle content for fun

Easily influenced by her friends and family



Watches the Food Network when searching for recipe inspiration

Supports local, family-owned restaurants





Say *Hello* to Chris

Age: 35

Location: Fenway

Occupation: Regional Sales Manager
for a popular local brewery

Thanks to his new full-time job, Chris is new to the Boston area. He finds himself exploring Back Bay when looking for dining experiences.



Behaviors + Interests

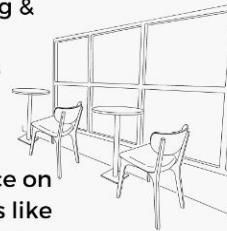
More likely to buy a product based on brand name & recognition



Loves finding new drinking & dining experiences with design-forward aesthetics



Documents his experience on social media platforms like TikTok and YouTube



Has a subscription to Food & Wine and Bon Appétit magazine



Loves attending Ted Talks that involve all things Business & Marketing



Is more likely to use his desktop for research than his phone

"As a cocktail aficionado, there are few things that bring me more joy than a great rooftop with the right drink."

Energetic

Outgoing

Deliberate & Persistent

Open to change



Say Hello to Mike & Sarah

Ages: 27 (S) & 31 (M)

Location: Boston natives

Occupation: Luxury Hotel Manager (S)

Director of Store Operations (M)

Both of these Boston natives work in or near the Prudential Center. They like to meet up a couple of times a month while catching up on drinks with other co-workers.

Enthusiastic

Adventurous

Excitement-seeking

Trusting of others

Behaviors + Interests



Attending all local Boston sporting events

Are more likely to create their own content than consume it



Staying up to date with the latest movies and tv shows



Clued to their phones like true millennials and are easily influenced by social media



Trust the recommendations of friends and family, over social media



To network and make connections at the places they are dining

So what do these three
Boston locals
have in common?



Michelle



Chris



Mike and Sarah

**Being on the
forefront of food,
drink, service, and
ambiance.**

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Why



How



Why

How

**By creating
engaging
experiences and
building authentic
relationships**

Earls

**Being on the
forefront of food,
drink, service, and
ambiance.**

Why

**Dining
culture built on
creating
connections
and delivering
quality food.**

What

Declaration of *Earls*



Dec • la • ra • tion

Noun

A formal statement or announcement.

Example: “She made a declaration that Earls has the best rooftop in Boston!”



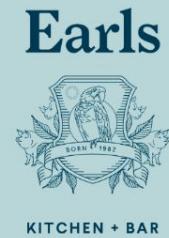
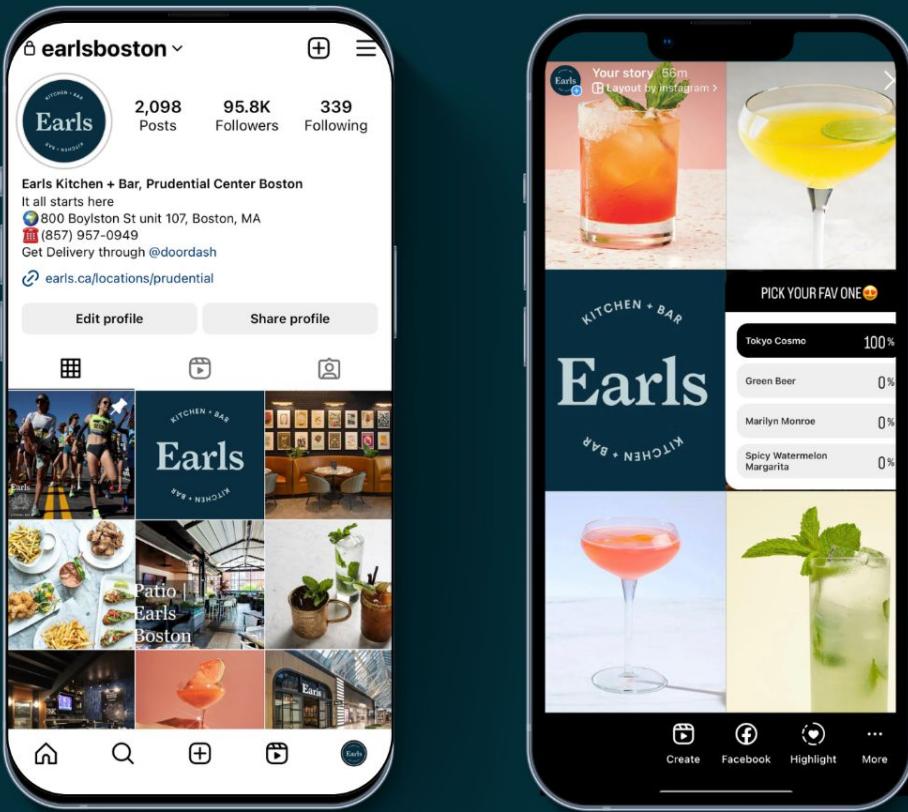
Declaration of *Fun*

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Earls

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Reactivate Instagram Account



Revive Cocktail Lab



earlsboston • [Follow](#)
Earls Kitchen + Bar, Prudential Center

earlsboston Giveaway Time !
We're so happy to announce that our Cocktail Lab is back !
We know it's been a while and everyone missed it so much.

To get you excited for this tasty experience, read below on details for how to win this 48 hour giveaway♥

Entering is simple:
Comment down below and share what your favorite cocktail is, you will be getting a chance to win the dining tickets of 2 for you and your loved one!

For bonus entries:
Post a picture on story and tag us, you will be getting a chance to win a \$150 gift card of Earls Kitchen + Bar

Contest closes April 30th, at 11:59PM EST

#boston #earlskitchenandbar #prudentialcenter #familyowned
#massachusetts #giveaway #cocktails

Edited - 1m

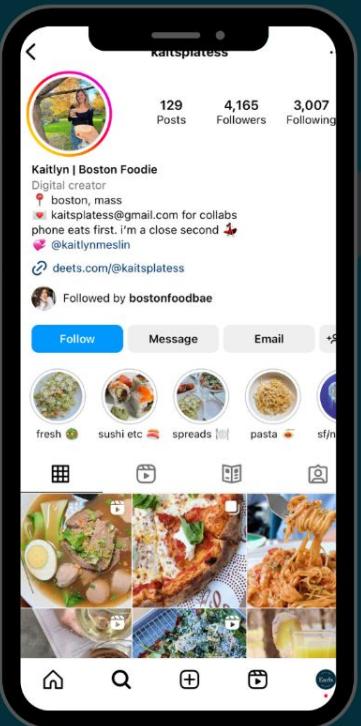
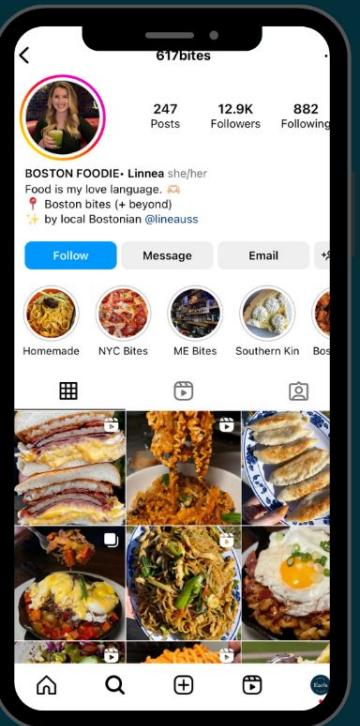
Be the first to like this
21 HOURS AGO

Add a comment...



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Partner with Local Food Influencers



Earls



KITCHEN + BAR



Social Media: *The Cocktail Lab*

Chris

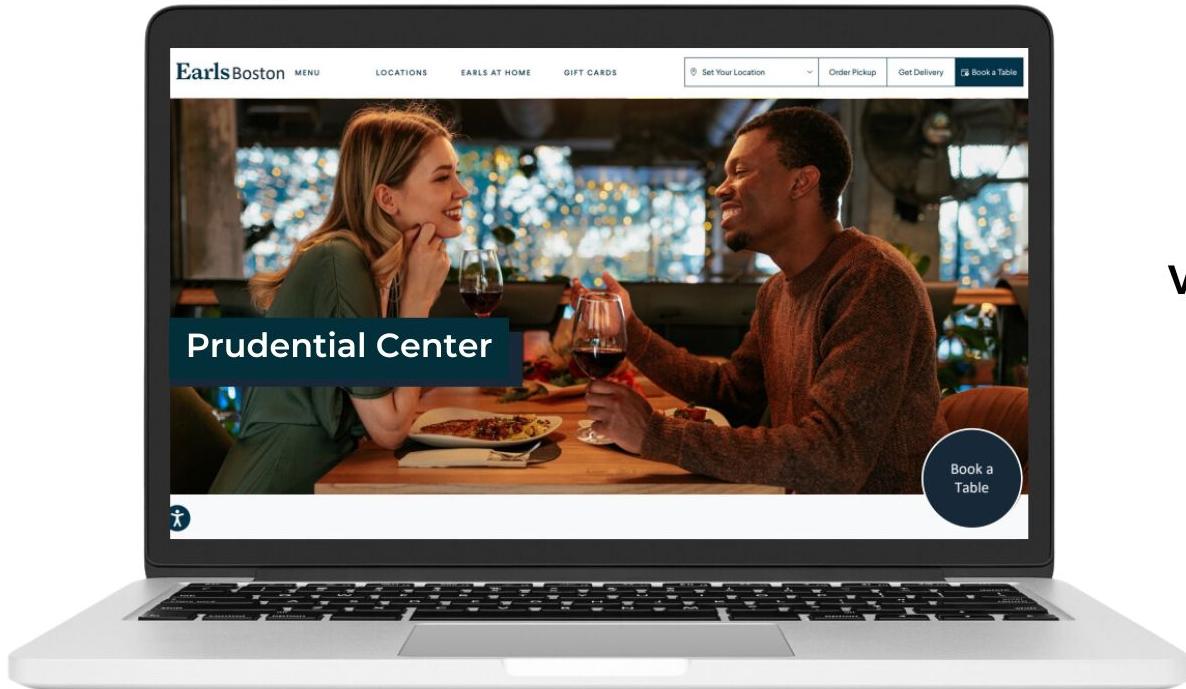




Declaration of *Innovation*



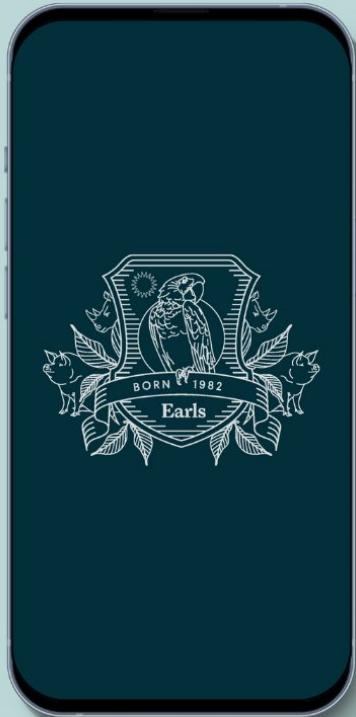
Earls Prudential Center *Direct Website*



www.Earlsboston.com

or

www.Earlsboston.ca



EARLS KITCHEN + BAR

Mobile App + Rewards Program

INTRODUCING

Earls Mobile App

COLOR



SHADOW



95%

of our audience has a mobile device and spends over **6 hours a day** on their screens.



ONLINE ADS



Members of this audience that are likely to be influenced by online ads

DECLARATION OF INNOVATION

COLOR



SHADOW



Earls Kitchen + Bar App



Convenience

- Easy online ordering
- Book a table
- Interactive menu
- Saves your favorite

Data Collection

- First & last name
- Email
- Birthday
- Earls preferences



INTRODUCING

Earls Experts

Loyalty Program

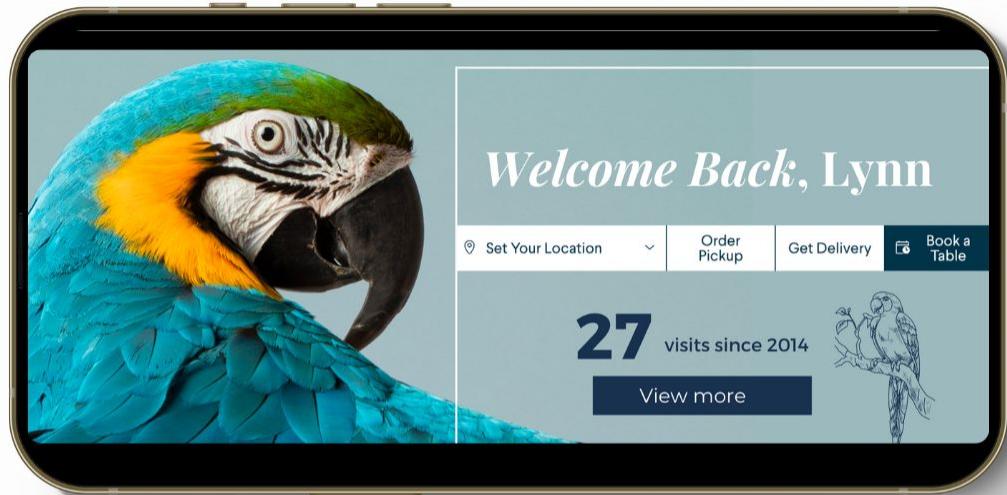
Inspiration

Earls Experts is a loyalty program that takes the consumer on a journey towards becoming an expert on Earls.

Throughout their dining experiences, they will get rewarded with incentives and knowledge on the brand.

Visual Design





01

Why

- Data collection to better target your customer needs
- Brand Loyalty
- Community Engagement
- Marketing Opportunities

02

What

That same 84% said they were interested in a rewards system that provided access to a secret or exclusive menu and food promotions.

84%
of our respondents
said they would be
interested in a
loyalty program

01

In-Store Sign Up

- QR Codes
 - On table stand
 - At the hostess stand
 - In the bathroom
 - At the bottom of receipt

02

Online (Earls Website)

- Custom Earls landing page
 - earls.ca/earlsexperts

03

Earls App (Coming Soon)

- Custom Earls landing page
 - earls.ca/earlsexperts

04

Marketing Collateral

- Flyers at Events
- Magazine Ads
- Ads in the Prudential Center

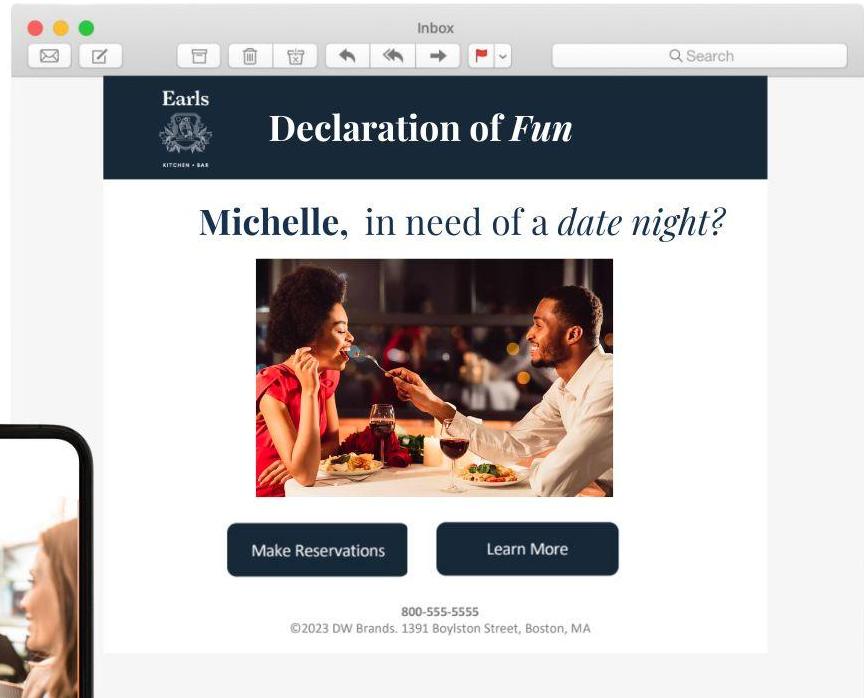


Having Fun?

 Scan to have
some more



Michelle



**Social Media &
Email Campaign:
*The Date Night Package***



Declaration of *Boston*

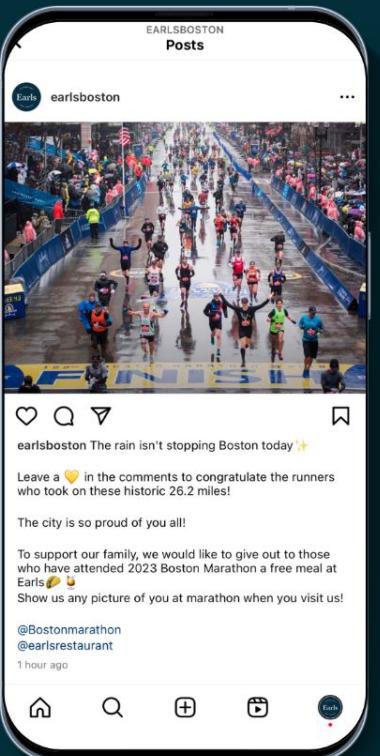
KITCHEN + BAR
Earls
KITCHEN + BAR

Sponsor Iconic Boston Events

Earls



KITCHEN + BAR



Support our Boston Community & Family



Earls

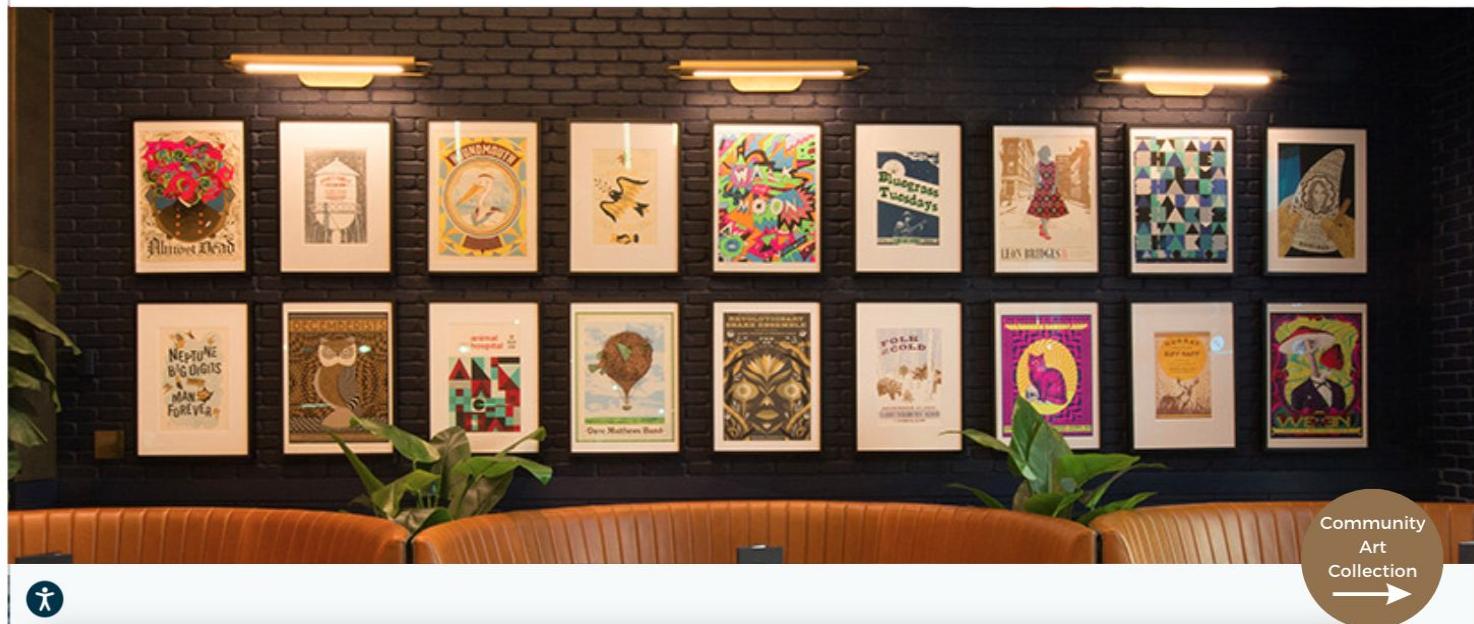


KITCHEN + BAR



Highlight Our *Local Art Community*

Earls

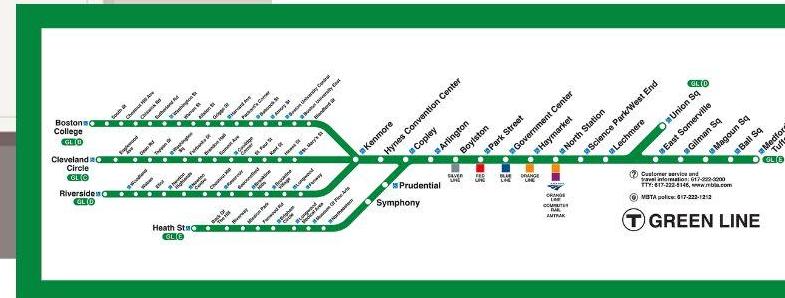
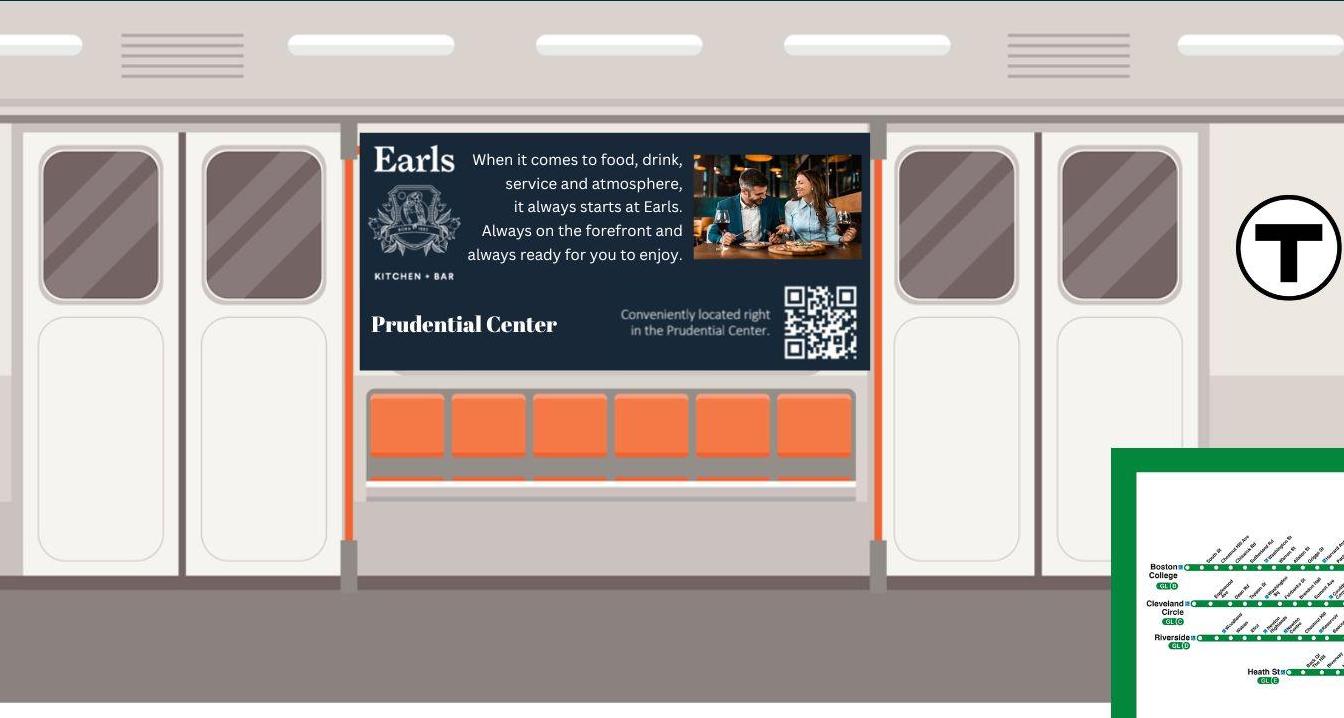
[MENU](#)[LOCATIONS](#)[EARLS AT HOME](#)[GIFT CARDS](#)[Earls Prudential](#)[Order Pickup](#)[Get Delivery](#)[Book a Table](#)

Earls



KITCHEN + BAR

Advertising on the *Green Line*

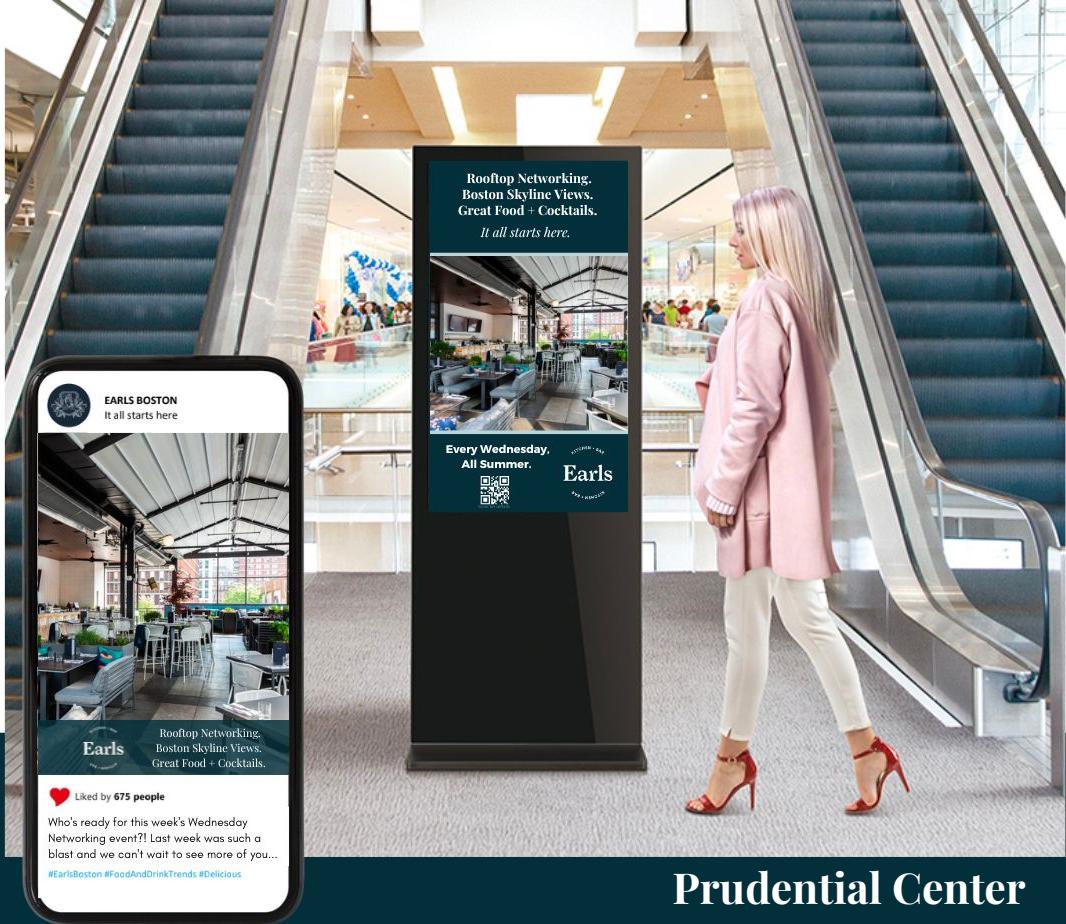


Customer service and
general information: 617-222-5500
TTY: 617-222-5145, www.mta.com
© MTA 2012 617-222-1212

T GREEN LINE



Mike and Sarah



Prudential Center
Advertising & Social Media:
Summer Networking Nights

Earls



KITCHEN + BAR

Employee Recognition Program



Fuller's Flock

Employee Recognition Program





"Above all else, we're inspired by the relationships we get to build with you, and our purpose is to work hard every day to offer the best dining experiences we can."



"At our core, we believe that great hospitality starts with building authentic relationships."



Fuller's Flock

Employee Recognition Program

So how do we innovate the Earls Experience for our employees and our guests at the same time?

We'll give you a hint...
Parrots **really** love to do this.



Talking!



STORY TELLING

The power of a **great story** can have a massive impact on our guests and define you as an Earls Expert.

Deliver a **fun fact**, tell them what inspired their **selected menu item**, or ask if they know what our **mascot** is.



CONNECTION

Inspire, enliven, and create an instant rapport with our guests and with each other.

Carry on our core value of creating authentic connections and lifelong friendships.



RECOGNITION

A Golden Parrot Pin

Those who have gone above and beyond in creating memorable guest experiences will be given a golden pin to place on their uniforms.

Fuller's Flock

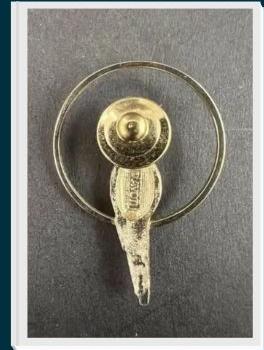
Employee Recognition Program

HOW DO YOU GET A PARROT PIN?

Employees must be nominated to receive the pin. Recognition can come from:

- Guests
- Fellow co-workers
- Managers
- Online reviews

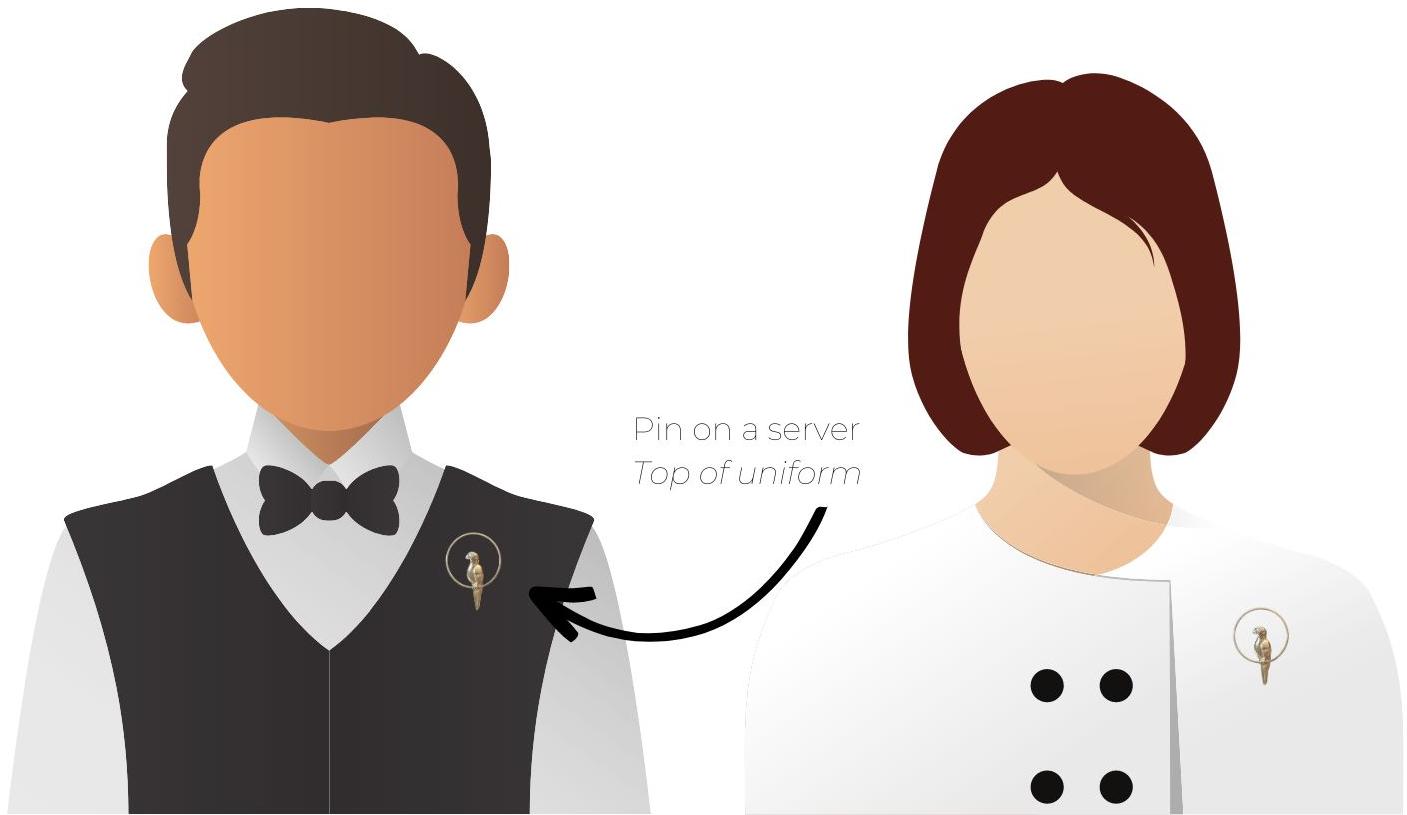
Being awarded a pin is the highest honor and proves that you are carrying Bus and Stan's legacy of the ultimate Earls Experience to all.





Examples of pin placement

Fuller's Flock
Employee Recognition Program

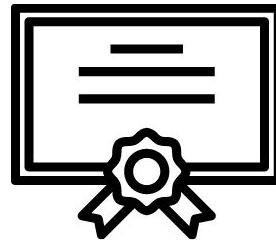




ACCORDING TO THE HARVARD BUSINESS REVIEW



Appreciation that is *specific* is far **more powerful** than a general “good job” comment.



Describing a specific event or action and the impact it had on the team or your customers drives home the importance of what the person has done.

Employees who had managers that were **great** at **recognizing them** were

40% **more engaged** in their job.



Employees Need Both
Recognition & Appreciation

The logo for Earls Experts. The word "Earls" is in a large, bold, serif font, with "EXPERTS" in a smaller, sans-serif font below it. The entire logo is set against a dark teal background. The background features a circular, curved text pattern that repeats the words "Innovation", "Fun", and "Boston" in a smaller, white serif font.

KITCHEN + BAR

Earls

KITCHEN + BAR

Thank you!