POCO

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What’ s Poco ?



Welcome to Poco, the ideal place to share an aperitif with friends or family! In a warm and friendly atmosphere, enjoy a moment of relaxation with quality products and service. And if you fall in love with our products, you can take them home with you by buying them directly in the shop to extend the pleasure at home!



Welcome to Poco’s shop

Our store will initially be located exclusively in Brussels, specifically at **Place du Luxembourg**.

We would like our store to be located in this area, due to its high number of **young employees**.

If business is successful, we would like to expand to other locations such as Schuman, Ixelles, and Grand Place before expanding to other **major Belgian cities**.

WHAT DO WE SELL ?







All our support is in **Dutch** and **French** because we are based in Brussels, a **bilingual** area

+ packs and shop

For who ?

People who want to unwind after classes or work and enjoy a drink and a bite to eat and having a great moment

Friends

Colleagues

Family

Persona

Jeanne, the young, active after-worker

Age: 28

Profession: Communications Manager at a tech startup

Living location: Ixelles, Brussels

Status: In a relationship, no children

Habits:

- Often goes out during the week to unwind after work
- Fans of friendly bars, good products, and a relaxed atmosphere
- Attentive to the quality and design of spaces
- Sometimes buys "aperitif" products to take home on the weekend

Desires:

- To have a good time with colleagues or friends after work
- To find a place that combines simplicity, quality, and a warm atmosphere
- To discover original products to consume or give as gifts

Hugo, the Epicurean Student

Age: 22

Studies: Master's in International Relations at ULB

Living Location: Ixelles Cemetery (shared student accommodation)

Status: Single

Habits:

- Often organizes happy hours with friends at the apartment
- Looks for great happy hour deals with good local products
- Likes to try new things

Desires:

- Find a fun place to go out without breaking the bank
- Surprise your friends with original products at parties
- Save time with ready-made packs

SEASONALITY

- Anniversaries (all year)
- After work (all year)
- Sunny days (April to September)
- Graduations (summer)
- during the festive season

➡ But also in the day to day life...

Google Campaign

Objective : increase our **brand's awareness**

Strengthen brand awareness among Brussels consumers looking for quality places but who are not yet familiar with our brand.

➡ It is essential to use **Dutch** and **French** keywords to attract Brussels residents.

KEYWORDS

Aperitif Brussels

- aperitif bar Brussels
- aperitif spot with friends Brussels
- afterwork bar Brussels
- Poco Brussels
- Poco aperitif Brussels

Specific products sold at Poco

- Belgian beers Brussels
- tapas Brussels
- Belgian food
- Belgian cheeses to taste
- artisan charcuterie Brussels
- aperitif shop Brussels
- buy wine and cheese Brussels

Takeaway / shop purchase

- aperitif gift box
- homemade aperitif ideas
- where to buy tapas Brussels
- aperitif pack to go

Target audience

- afterwork Brussels
- student places Brussels
- friendly moment Brussels
- aperitif with colleagues

Intent "I'm looking for a place for an aperitif"

Schedule

Awareness
Q1 (January-April: Deployment of our social networks and discovery campaigns (social networks, Display, YouTube).

Acquisition : encourage people to book or come to the store.
Q2 (May- August): Key period → maximize acquisition campaigns. Period when people start going out because the weather's nice.

Loyalty: constant visibility campaign with OOH at regular intervals.
Q3 (September - December) : Encourage customers to come back and buy products in store (retargeting + social networks) as well as a promotional phase for the Christmas period.

BUDGET SEA

Always on

80 000€

We will be open all year round because our products sell **all year round**, so we want people to know that we are still here.

Google Search (RSA, Max Performance): 60% of the budget
YouTube Ads (TrueView): 40%

DISPLAY

Always on

100 000€



Using animated **banner**



Show **production**
brand authenticity



Meta ads



DOOH event

Video

Always on



Set up tables in several strategic locations in Brussels, and invite strangers to sit down and discover our products. The aim is to publish videos on social networks.

Available on : pré-roll YouTube, Social network and internet web site

No Amazon



Only a shop in Brussel

Local and homemade



Food sales

Buying food on Amazon is not the most optimal



High commission cost

For a new small brand

BUDGET

180 000€

JANUARY 10k	FEBRUARY 10k	MARCH 10k	APRIL 15k
MAY 15k	JUNE 15k	JULY 20k	AUGUST 20k
SEPTEMBER 15k	OCTOBER 15k	NOVEMBER 15k	DECEMBER 30k

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Come enjoy some quality time
Poco will take care of everything