



Ketchum Paris for Peppermind
Briefing document – Servair’s request
Burger King openings in Ivory Coast

Context:

Ketchum Paris is working for Servair since 2004, the first French company in airline catering and airport services, and the third worldwide.

As part of its development, Servair owns the Burger King franchise in Africa.

The company will open the first Burger King restaurant in the new CFAO mall in Abidjan on November 1st. A second Burger King outlet will also open at the end of the year (November or December) at the Felix Houphouet Boigny International Airport. So the Ivory Coast will be the first country in sub-Saharan Africa to open Burger King restaurants.

These 2 openings will be the first steps of two strategic partnerships developed by Servair in Africa with Burger King and CFAO. With these partnerships, Servair is continuing the policy of diversifying its operations while strengthening its presence in Africa.

Request:

Ketchum asks Peppermind today for a local communication plan to promote the openings of the 2 Burger King restaurants in Ivory Coast.

Ketchum Paris and Servair would like a recommendation of Peppermind regarding:

- The PR tactic (how to relay the 2 openings in medias in Ivory Cost)
- The Advertising purchase and creation (templates and pictures will be send by Burger King so it will be more formatting than creation)
- The Digital strategy on Social Network including the creation of the 2 restaurants pages on Facebook (and possibly Twitter), animation of these pages, creation of content and customer relationship management through this channel...
- A timeline for all these actions

Detail: communication around this project has to be in French language.

Ketchum Paris will be in charge of the corporate communication in France and of the global coordination between all the actors of the project (Servair, Servair Abidjan, Burger King and CFAO).

**Budget:**

No information at this stage but we recommend you to send us an estimate budget in euros with options.

Deadline:

We need to receive your recommendation as soon as possible.

Servair in Africa:

Operating in Africa since 1989, Servair has progressively emerged on the continent as a major player in airline catering. With 21 units in 2015, the group is now the leading caterer on the African continent, employing 3,250 people.

The 21 Servair catering units in Africa:

- Benin (Cotonou)
- Burkina Faso (Ouagadougou)
- Cameroon (Douala)
- Democratic Republic of Congo (Kinshasa)
- Gabon (Libreville)
- Ghana (Accra)
- Guinea (Conakry)
- Ivory Coast (Abidjan)
- Kenya (Nairobi & Mombasa)
- Republic of Congo (Brazzaville & Pointe-Noire)
- Mali (Bamako)
- Mauritania (Nouakchott)
- Marocco (Casablanca, Marrakesh & Agadir)
- Nigeria (Lagos)
- Senegal (2 units in Dakar)
- Togo (Lome)

About Servair Abidjan:

Servair Abidjan existed since 1968, originally created as the Ivorian Company for Tourist Equipment and Hotelier (SIETH) and renamed Abidjan Catering during the installation on the Felix Houphouet Boigny International Airport in Abidjan in 1985.



In July 1989, Air Afrique sold his cabin Armament and cleaning aircraft at Abidjan Catering to group under a single entity all processing activities related to the activity of Air Catering.

On March 31, 2000, Abidjan Catering made its IPO on Regional Stock Exchange (BRVM).

The group Servair bought Servair Abidjan Catering in 2008, the company changed its name and became Servair Abidjan.

Since 2012, Servair Abidjan is also developing its activities Off Air. Indeed, to develop the customer portfolio - and thanks to the expertise of its teams and its logistics expertise and hygiene standards - Servair Abidjan began developing the catering (school and company) and a catering service event: Grain de Sel.

For more information about Servair Abidjan: <http://www.servairabidjan.ci/>