

Lumine Marketing Plan A speculative plan by: Jasmine Warren

Mission Statement

There is art and discovery in every aspect of life; Lumine serves as the beacon that guides its patrons to embrace this beautiful science through experimental dining and luxurious experience.

Executive Summary

Lumine is a high-concept, fine-dining restaurant located in New York City that offers molecular gastronomy and galleryesque atmosphere. Inspired by the quote

"The object of art is not to reproduce reality, but to create a reality of the same intensity"
-Alberto Giacometti

The creators of Lumine aimed to create a restaurant where its diners could not only view but experience art with every single one of their senses. They achieve this by decorating the establishment, not just with painting and sculptures, but with flowers built into the architecture, soft lighting, and live music, giving the diner the experience of being inside of a jewelry box.

The **challenges** Lumine has to face are an unfortunate case of *all beauty, no substance*. The perceived cold, intimidating atmosphere coupled with the strain of maintaining its flawless appearance have had a negative effect on customer conversion and retention. **The objective** is to increase customer volume without having to sacrifice aesthetic or quality

The **goals** of the plan are as follows:

- **Maintain a 30% monthly order rate** for the "Signature Discovery" menu items, proving that patrons are actively engaging with the experimental dining and molecular techniques.
- **Build a dedicated digital following of 10k+** "Cultural Explorers" and achieve a **15% save/share rate** on "Behind the Science" content
- **Achieve a 20% repeat-visit rate** within a 6-month period through the launch of seasonal "Exhibition Cycles."

The **strategy** includes a marketing campaign that focuses on the Experimental art aspect of the restaurant via content marketing (music, video, social media) and influencer marketing. This will be achieved through SEO and platforms like Instagram, Influencer PR. The focus of this marketing campaign is more artistic and high quality content to match the brand identity and "vibe" of the restaurant. The KPIs we will be **measuring** throughout the campaign are social media engagement, follower count, ugc, order volume, repeat customer frequency, and general profit.

Lumine Marketing Plan A speculative plan by: Jasmine Warren

Swot Analysis

Strengths <ul style="list-style-type: none">• Unique "Jewelry Box" Identity• Multi-Sensory experience• Curated "Silk Note" Acoustics• Proprietary Molecular Artistry	Weaknesses <ul style="list-style-type: none">• Perceived Atmospheric Coldness• Operational Exhaustion (Precision Stress)• Low Emotional Warmth• High Barrier to Conversion
Opportunities <ul style="list-style-type: none">• Seasonal "Exhibition Cycles"• "Cultural Explorer" Digital Community• Luxury Brand Partnerships• Humanizing Content Marketing	Threats <ul style="list-style-type: none">• Technical Staff Turnover• "One-and-Done" Patron Perception• Niche Market Volatility• Aesthetic Fatigue

Target Market Analysis

Segment	Profile	Primary Need
The Cultural Elite	Arts patrons, collectors, and high-net-worth individuals.	An "Ivory Gallery" experience that feels like a private exhibition.
The Sensory Sensitive	High-end diners who dislike the noise/chaos of traditional luxury.	A "Pristine Air" environment (hypoallergenic) and controlled acoustics.
The Epicurean Explorer	Foodies interested in Molecular Gastronomy and "bespoke" plating.	Precision, discipline, and visual artistry on the plate.

Lumine Marketing Plan A speculative plan by: Jasmine Warren

SEO keyword and Social Media Strategy

Category	Primary Keyword	Long-Tail Keyword (Search Intent)	Target Audience
Atmosphere	Jazz Lounge	"Live jazz and cocktails with sophisticated seating"	Socialites & Couples
Aesthetic	Modern Luxury Decor	"Minimalist restaurant with white marble and silver"	Design Enthusiasts
Dining Style	Fine Dining	"Exclusive tasting menu for special occasions"	High-Net-Worth Diners
Experience	Experiential Dining	"Interactive molecular dining and sensory experience"	Foodies & Explorers
Music	Live Music Dinner	"Quiet jazz dinner with professional acoustics"	Music Lovers
Prestige	Best Fine Dining	"Top rated upscale restaurant for anniversary dinner"	Celebration Seekers
Architecture	Interior Design Cafe	"Most beautiful modern restaurant interiors in [City]"	Influencers/Architects

Day	Platform	Pillar	Content Description	Goal / KPI
MON.	Instagram	The Mystique	Macro-shot of the Moonstone bar glowing in low light. No caption, just coordinates.	Awareness: Build elite intrigue.
TUE.	TikTok / Reels	The Science	Ingredient Essence: Slow-motion microscopic footage of a flower being flash-frozen.	Education: Show the "Beautiful Science."
WED.	Instagram / X	The Sound	Silk Note: 15-second high-fidelity audio of a saxophone swell over a black screen.	Identity: Establish auditory luxury.
THU.	LinkedIn / PR	The Creator	A black-and-white portrait of the Chef/Architect discussing the Giacometti inspiration.	Substance: Humanize the "cold" gallery.
FRI.	All Channels	The Explorer	UGC Spotlight: Sharing a "Cultural Explorer" unboxing their silver-inlaid invitation.	Advocacy: Drive high-end FOMO.
SAT.	Instagram	The Discovery	The first reveal: A "Signature Discovery" dish presented like a museum artifact.	Conversion: Drive 30% order rate.
SUN.	YouTube / Web	The Sanctuary	Cinematic "Short" (30s) showing the restaurant as a sanctuary of silence and silver.	Sentiment: Soften the "intimidating" vibe.

Lumine Marketing Plan A speculative plan by: Jasmine Warren

The Marketing Mix (The 4 Ps)

- **Product:** The **Full Moon Burrata** (signature dish), Silver Needle tea service, and curated jazz performances.
- **Price:** Elite/Prestige Pricing. Reflecting the molecular complexity and the "Jeweled" atmosphere.
- **Place:** An interior defined by white marble, silver accents, and a glowing moonstone quartzite bar.
- **Promotion:** Exclusive "First Light" tastings, partnerships with high-end jewelry brands, and "Curated Silence" social media campaigns.

Action Plan and Implementation

Phase 1: Brand Mystique & Awareness (Weeks 1–4)

- **Tactic:** Launch "The Tease" social campaign and "Shadow Marketing" outreach via silver-inked physical invitations.
- **Goal:** Generate elite mystique and "Cultural Explorer" intrigue without revealing the menu.
- **Owner:** Creative Director / PR Lead.

Phase 2: Sensory Education & Consideration (Weeks 5–8)

- **Tactic:** Release the "Silk Note" high-fidelity audio series and "Ingredient Essence" microscopic videos.
- **Goal:** Establish the auditory brand identity and demystify the "Beautiful Science" of molecular prep.
- **Owner:** Social Media Manager / Audio Engineer.

Phase 3: Experience Conversion & Retention (Week 9+)

- **Tactic:** Execute "The Private Viewing" gallery opening and the official "Signature Debut" of the molecular menu.
- **Goal:** Convert high-end prospects into first-time patrons and secure the initial 30% discovery order rate.
- **Owner:** General Manager / Events Coordinator.

Lumine Marketing Plan A speculative plan by: Jasmine Warren

Budget Allocation

- **35% High Fidelity Creative:** Professional cinematography for molecular "discovery" videos and acoustic recordings of the jazz lounge.
- **25% Experiential PR & Events:** Hosting "First Light" gallery-style previews and partnerships with luxury brands (jewelry/art).
- **15% Acoustics & Atmosphere:** Maintaining the "Silk Note" jazz quality and the technical upkeep of the moonstone lighting and scent-mapping.
- **15% Digital Prestige (Ads):** Highly targeted social ads on Instagram/LinkedIn focusing on "Quiet Luxury" and "Fine Dining" keywords.
- **10% Direct Outreach:** Physical, high-end invitations (silver ink on black cardstock) for the "Shadowbox" VIP tier.

Measurement and KPIs

KPIs	Target	Frequency
Social Media Engagement	7% average engagement rate per post	Weekly
Follower Count	Reach 10,000 "Cultural Explorers"	Monthly
User Generated Content (UGC)	50 high-quality tags or mentions per month	Monthly
Order Volume (Signature Items)	30% of total weekly covers	Weekly
General Profit	22% net profit margin	Quarterly

Lumine Marketing Plan

A speculative plan by: Jasmine Warren

Contingency Plan

- **If Molecular Equipment or Culinary Technical Failure Occurs:** Pivot to the "Analog Precision" menu, featuring chef-curated dishes that rely on high-level traditional technique rather than technology to maintain the Art and Discovery.
- **If Primary Architectural Botanicals are Unavailable:** Substitute with the "Curator's Choice" of pre-approved, low-pollen alternatives like white Calla Lilies or Silver Eucalyptus to ensure the air quality and aesthetic remain pristine.
- **If the Live Jazz Soloist is Absent:** Activate the "Silk Note Archive," utilizing high-fidelity vinyl recordings of previous live sessions to ensure the music continues to wrap around the diners like a velvet coat.