

TAPPING INTO THE MARKETING GURUS

Luna Red Revamps Brand and Marketing
Strategy in the Middle of the Pandemic with
SBDC Consultants Guiding

Cal Poly CIE SBDC and Luna Red



CAL POLY
Center for Innovation
& Entrepreneurship
Small Business Development Center



ABOUT THE CAL POLY CIE SBDC

The Cal Poly CIE SBDC offers a wide variety of services for both startups and established companies. Our services include no-charge expert counseling, low-cost training, information resources, events, and seminars. All counseling services are confidential and free of charge. Our Business Advisors assist their clients with a wide range of services, including:

business planning; marketing strategies and planning; sales; access to capital, including bank finance, SBA loans, and asset financing; venture funding; government contracting; strategic technology acquisition and practical, hands-on application; financial projections and budgeting; and operating challenges.



The SBDC helps entrepreneurs launch new businesses, and small business owners survive and thrive in SLO County. To take advantage of our no cost, expert business services, visit SBDC.CALPOLY.EDU.

ABOUT LUNA RED

Luna Red is third in the lineup of four restaurants born and managed out of Blue Mango, most notably being long-standing Novo Restaurant & Lounge, creekside in San Luis Obispo. Luna Red is a boutique eatery located in San Luis Obispo, from the brainchild of success veteran restaurateurs, Shanny Covey and Robin Covey. Luna Red features traditional and innovative Spanish cuisine, intensely flavorful entrees,

handcrafted cutting-edge cocktails, and award-winning wine list showcasing the best Central Coast and international offerings. Luna Red is renowned by locals for showcasing some of the best Paella on the west coast. The establishment supports local farmers, artists, and musicians in an effort to raise San Luis Obispo's service industry standards of community-based sustainability.

"The SBDC was paramount guiding Luna Red with their rebrand and overall comprehensive marketing strategy."

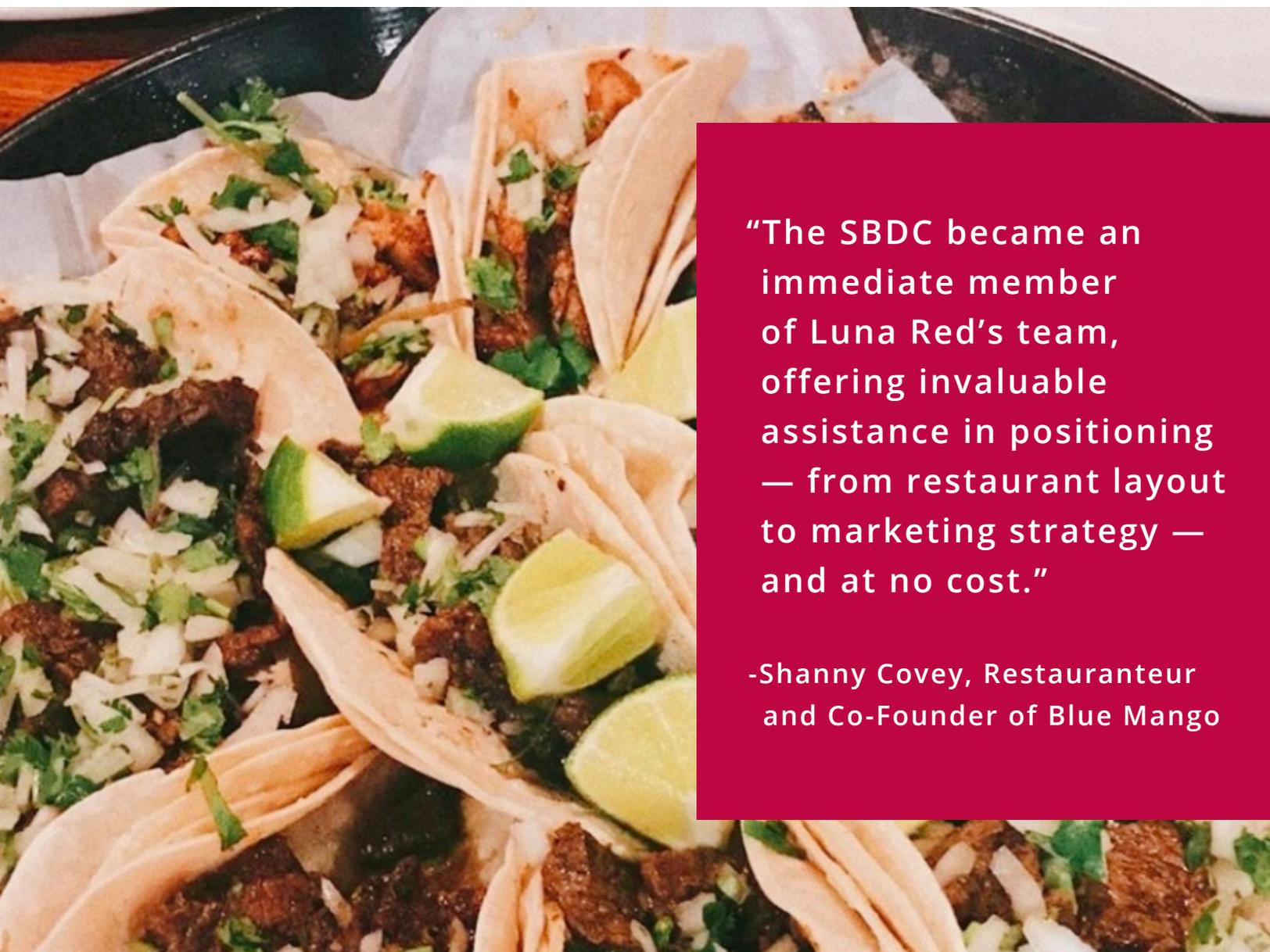
- Isabella Curtoni,
Luna Red and Blue Mango
Marketing Director



THE CHALLENGE

Luna Red was a unique Central Coast restaurant, offering one of a kind ambience — dining Al fresco -- under the literal shadows of a California Mission. The ambience was impeccable and truly unique to California, the menu was fresh and flavorful, but the restaurant was not performing to the likes of sister restaurants Novo Restaurant & Lounge, in San Luis Obispo and Robin's in Cambria.

Blue Mango's leadership team found themselves in need of a branding and marketing reboot so Luna Red could experience the same success of her sister restaurants. Shanny Covey and Robin Covey, along with Chef Shaun Behrens and Marketing Director Isabella Curtoni, turned to the SBDC for guidance.



“The SBDC became an immediate member of Luna Red’s team, offering invaluable assistance in positioning — from restaurant layout to marketing strategy — and at no cost.”

-Shanny Covey, Restaurateur and Co-Founder of Blue Mango

THE SOLUTION

To steady the roller coaster sales that Luna Red was experiencing it was essential that the Luna Red team draft and complete a comprehensive and consistent marketing strategy and plan, Shanny and Isabella reached out to SBDC consultant Jeff Wade for help. Jeff compiled a top-notch consulting marketing team that specialized in the entire marketing ecosystem, from social media, to digital marketing, to branding and press.



“The SBDC is a powerhouse resource to our business community, every local business should work with them, as they will set you up for success.”

- Shanny Covey, Restaurateur and Co-Founder of Blue Mango

RESULTS

Due to the guidance Luna Red team's received from the Cal Poly CIE SBDC, Luna Red continues to flourish even during the COVID-19 pandemic. At the precipice of this growth is a marketing strategy focused on digital marketing and so-

cial media — which consistently drives sales. Furthermore these mediums allow patrons to gain first hand knowledge of specials, menu changes and unique to go options like Paella.



“SBDC has given the Luna Red brand marketing guidance and oversight to help strive towards our marketing goals and successfully re-opening during Covid-19.”

- Isabella Curtoni, Luna Red and Blue Mango Marketing Director