

ATELIER

TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

As a business owner, what factors would you need to evaluate to determine if you could pivot operations during the pandemic?

QUESTION 2

To appeal to your regular audience, how would you position your key messages when launching “drive thru” service?

QUESTION 3

What do you think will affect your customer base more upon reopening, safety precautions or promotions? Please explain.

QUESTION 4

What are three media outlets, not mentioned in this case study, that you could target to promote your new ‘drive-thru’ service? How would you tailor your communication for each outlet?

QUESTION 5

Draft a one page letter to share on your website and social media, announcing that the drive-thru service is ending and you are returning to regular service.