

ALLEGRIA'S SECOND STORE LAUNCH

MALVERN CENTRAL • MARCH-JULY 2026

An integrated launch built to turn a new location into a familiar local choice.

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MARKETING EXECUTIVE



A SECOND STORE WAS NOT SIMPLY A SECOND ADDRESS.

The launch had to introduce Allegría to a new local audience, preserve the brand's Fairfield equity, and keep communications accurate while products, hours and operational details were still moving.

My role

I led marketing coordination across strategy, content, email, web, centre media, print, in-store execution, influencer activity and launch events.

I created the working system that connected owners, deadlines and approvals across the CEO, operations, chefs, store staff, suppliers and centre partners.

5**months**

March-July 2026

2nd**Melbourne store**

Malvern Central

8**channel systems**

Owned, earned + onsite

3**launch phases**

Awareness, opening, Retention

THE CAMPAIGN JOB

Make Allegría feel established in Malvern before habit forms.

THREE TENSIONS SHAPED EVERY DECISION.

01 NEW NEIGHBOURHOOD

Fairfield awareness would not automatically travel to Malvern. The launch needed local relevance, not a generic expansion announcement.

02 PREMIUM VALUE

Among premium fresh-food traders, communications had to justify quality and convenience without leaning on discounting.

03 MOVING OPERATIONS

Hours, range, pricing and event details shifted close to launch. Accuracy therefore became part of the customer experience.

Strategic implication:

Create a launch system flexible enough to absorb change, yet consistent enough to feel confident from day one.

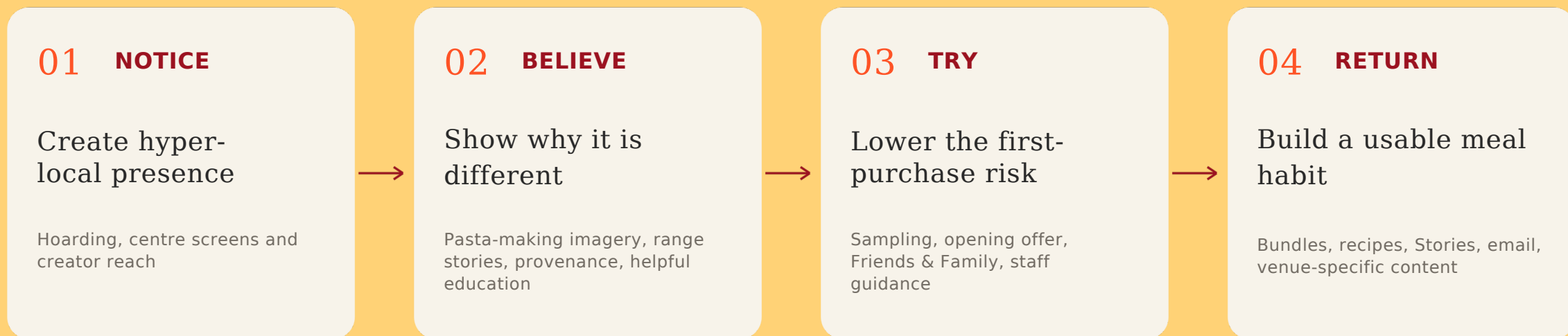
START WITH THE DINNER DECISION, NOT THE DEMOGRAPHIC LABEL.

Malvern’s observed customer mix was majority families with some seniors. The broader strategy also identified urban foodies, bus parents and empty-nester gourmets.I translated those segments into three practical jobs the campaign needed to solve.

CUSTOMER JOB	FRICTION	MESSAGE RESPONSE	BEST TOUCHPOINTS
Feed the family well, fast	Premium food can feel slow or complicated	Restaurant-quality pasta in minutes; easy portions and pairings	Sampling, product cards, bundles, Reels
Make an ordinary night feel special	Takeaway convenience can look generic	Bologna-inspired craft in a strong visual world	Hero content, screens, EDM, centre media
Buy with confidence	Storage, shelf-life and cooking uncertainty	Helpful instructions remove uncertainty	Website, staff scripts, packaging, Stories and FAQs

ONE LAUNCH. FOUR BEHAVIOURAL STEPS.

The channel plan followed the customer journey from noticing the kiosk to making Allegria part of the weekly meal repertoire.



WHY THIS MATTERED

A connected sequence gives every touchpoint a job and makes repetition useful, not repetitive.

FIVE MONTHS, DESIGNED AS A SEQUENCE.

The plan moved from foundation store veal, launch and retention, while leaving room for operational details to change without breaking the story.



CONTINUOUS LAYER · Stories, customer updates, approvals, store feedback and weekly review

Timeline reconstructed from project records. Friends & Family date is documented; other activities are grouped by working phase rather than claimed as single-day milestones.

EACH OWNED CHANNEL ANSWERED A DIFFERENT QUESTION.

SOCIAL

JOB: familiarity

Why should I care?

Reveal the store through visual proof and a regular feed/Stories rhythm.

EMAIL

JOB: visit intent

What is opening?

Package the range, hours, hot pasta, coffee and launch offer.

WEB / SHOPIFY

JOB: confidence

Can I trust the details?

Keep location, product, price and service information accurate as operations settled, review Meta, Shopify and customer data base.

REPORTING

JOB: learning

What changes next?

Collect feedback weekly to adjust content and offers.

DISTRIBUTION BASE · 11,000+ social followers · approximately 4,900 email subscribers

Audience figures from documented portfolio records. They describe the available distribution base and are not presented as campaign growth.

THE STORE HAD TO FINISH THE SENTENCE.

Awareness is wasted if the final approach is unclear, I treated on site marketing as a conversion system, not decoration

CENTRE MEDIA

Screens and centre channels made the store easier find before customers reached the precinct.

SIGNAGE

Opening, takeaway and offer messages reduced hesitation at the point of choice.

PRODUCT + PRICE

Names, prices, cooking cues and pairings made premium quality understandable.

SAMPLING

Daily tasting turned interest into proof and prompted staff conversations.

BUNDLES

Meal combinations framed the range around an outcome, not an inventory list.

Documented Malvern tactics include visual display screens, family bundles and daily sampling; supporting collateral is drawn from project records.

DESIGN THE MOMENT, THEN DESIGN WHAT TRAVELS FROM IT.



CENTRE + CREATOR AMPLIFICATION

Late-June centre photography and talent activity extended the launch beyond Allegria's channels. Its job was borrowed trust: credible local visibility with the store ready to convert attention.

FRIENDS & FAMILY

3 JUNE 2026

A controlled first service created a rehearsal, feedback loop and advocacy moment at the same time.

I coordinated guest communications, timing, signage, photography, suppliers, gift cards, take-home packs and service dependencies.

WHY EVENTS?

Experience makes premium quality tangible.

COMMERCIAL TRACTION, WITH ATTRIBUTION KEPT HONEST.

\$10k-\$11k

WEEKLY SALES

Reported store run-rate

\$35

**AVERAGE ORDER
VALUE**

Reported store KPI

5.0

GOOGLE RATING

Reported case-study result

~286-314

IMPLIED WEEKLY TRANSACTIONS

\$10k-\$11k / \$35 AOV; calculated

What the numbers support

The second store reached a meaningful weekly sales run-rate, a premium basket size and positive customer sentiment. Together, these indicate product-market traction in Malvern.

What they do not prove

Without channel-level redemption, campaign spend, footfall baseline location-specific acquisition data, the report cannot claim that any social post, email or event caused the store result. The evidence is outcome-linked, not last-click attribution.

BROADER DIGITAL CONTEXT · Website visits +40% · top documented organic content: 1,686 views / 56 interactions

Store results: Updated Investor Slides v5. Transaction range is calculated. Digital figures are broader-period results, not isolated Malvern conversions.

MAKE CONTRIBUTION EASIER TO PROVE.

The surviving data is stronger at store level than channel level. My next measurement design would connect each public touchpoint to a store action.

01 TAG

UTMs on email and creator links; unique QR codes on centre, hoarding and print.

02 CAPTURE

Channel offer codes, event source, postcode and new-versus-returning flag.

03 CONNECT

Dashboard linking reach, visits, redemptions, transactions, AOV and repeat.

04 LEARN

Pre/post local-awareness pulse plus structured staff feedback.

Measurement principle

A strong report does not make every result look attributable. It makes the boundary between evidence, calculation and inference visible.

STRATEGY BECAME USEFUL WHEN IT SURVIVED CONTACT WITH OPERATIONS.

- 1 Mapped audiences, messages and channel roles
- 2 Built the phased content and launch calendar
- 3 Briefed photography and video production
- 4 Created and coordinated social, EDM, web and print assets
- 5 Managed store information, pricing and customer communications
- 6 Coordinated Friends & Family and centre activity
- 7 Aligned CEO, operations, chefs, staff, suppliers and partners
- 8 Used weekly data and customer feedback to adjust priorities

One connected experience, from feed to counter, while the business kept moving.



ALLEGRIA MALVERN CENTRAL

A LAUNCH IS WHERE BRAND PROMISE MEETS OPERATIONAL TRUTH.

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