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Defining Your Brand in Eight Simple Steps

Presented by:



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Define Your Brand

Explore the Concept

Imagine that your restaurant has recently opened. You take a well-deserved break and travel across the country to visit some old friends. On the first evening together they want to hear all about your new venture. How would you respond to their questions? (It often helps to read the question and then close your eyes to conjure up some images.)

- What was your inspiration for the concept?

- What kind of food do you serve? What menu items is your place known for?

- What are your most popular drinks? Are there any special drinks you are known for?

- What kinds of people frequent the restaurant? Who might I run into there?

- What is special or unique about your service?

- What are we sure to remember, and tell our friends about, the next day?

Basic Facts

OVERALL THEME/INSPIRATION:

(essence of the enterprise—organic coffee bar; Irish pub complete with servers w/accents)

TYPE OF CUISINE:

(American, Mexican Thai; Southern, Californian; organic, hand-crafted)

SERVICE STYLE:

(delivery, self service, modified table, sit down casual, sit down theme, fine dining, bar)

SEGMENT:

(fast food, casual dining, fine dining, bar, foodservice, catering, etc.)

PRICE POINT:

(inexpensive, moderate, expensive)

MEAL PERIOD(S)

(breakfast, lunch, dinner, late-night)

LOCATION:

(lifestyle mall, strip mall, hotel, neighborhood, road stop, rural, suburb, metro, etc.)

SIZE:

(total square footage—number of seats in dining area and bar)

FINANCIAL PROJECTIONS:

(investment involved, budget, anticipated revenues)

CHARACTERISTICS OF THE SPACE:

(If a particular space has been identified, are there any unique attributes—view, design challenges, etc.)

Target Customers/Traits

Who is your target customer (consider gender, ethnicity, activities, lifestyle, age, income, geographic location, etc.)? For example: retail worker, college student, business executive. To the right, list some of the common traits or desires of each group (diet-conscious, fashion-conscious, frugal, adventurous, concerned with status, etc.).

1. _____ / _____

2. _____ / _____

3. _____ / _____

Brand's Response to Customer Traits

How will your Brand respond to the common traits identified above? What will it take to please this group? What will your guests expect in terms of service, menu offerings, pricing, etc.? List your target customers on the left and your Brand's response on the right.

1. _____ / _____

2. _____ / _____

3. _____ / _____

Similar Brands (Not Just Restaurants)

Which Brands share similar ideas, values, or position in the consumer's mind? (These are not necessarily restaurants companies but Brands that your brand aspires to be like.)

1. _____

2. _____

3. _____

Key Competitors

Which Restaurants offer similar or alternative services that most directly compete for your target audience's business?

1. _____

2. _____

3. _____

Differentiators

What does your Brand do better/different than the competition?

1. _____

2. _____

3. _____

Key Brand Criteria

What are the key promises that your Brand will deliver to your guests (fun and relaxing; healthful; fast; local flavors; affordable price)?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Brand Personality

city |-----| *country*

complex |-----| *simple*

traditional |-----| *modern*

careful |-----| *indulgent*

trendy |-----| *conservative*

hand-made |-----| *machine-made*

hearty |-----| *light*

luxury |-----| *economy*

american |-----| *european*

Brand Personality

masculine |-----| *feminine*

earthy |-----| *high-tech*

friendly |-----| *quiet*

serious |-----| *humorous*

high class |-----| *democratic*

expensive |-----| *affordable*

aspirational |-----| *realistic*

public |-----| *private*

young |-----| *old*

Define Your Brand: Sample Sushi Concept

Explore the Concept

Imagine that your restaurant has recently opened. You take a well-deserved break and travel across the country to visit some old friends. On the first evening together they want to hear all about your new venture. How would you respond to their questions? (It often helps to read the question and then close your eyes to conjure up some images.)

- **What was your inspiration for the concept?**
 - *My friends were intimidated by dining out in an ethnic Japanese restaurant and found the experience uncomfortable. They want to make Japanese food fashionable, accessible, and more approachable to the uninitiated.*
- **What kind of food do you serve? What menu items is your place known for?**
 - *Japanese inspired offerings like, grilled salmon with Yuzu butter and wasabi mashed potatoes.*
 - *Popular American and Japanese ingredients, like pineapple & eel roll or tempura shrimp roll with avocado, jalapeno, and ginger.*
 - *Familiar and fun names like “chili dog” for spicy tuna hand roll or “hot dog” for deep fried spicy tuna roll.*
- **What are your most popular drinks? What special drinks you are known for?**
 - *American and Japanese non-alcoholic beverages (American and Japanese soft drinks, iced tea), Beer (Bud, Michelob, Japanese), Wine (American), Japanese classics (Sake), and Japanese contemporary favorites for an unusual twist.*
- **What kinds of people frequent the restaurant? Who might I run into there?**
 - *Ladies taking a break from shopping, Youth out on a date or “hangin’ out” at the mall, fashion retail workers dining on their break.*
- **What is special or unique about your service?**
 - *A moat with boats carrying plates of sushi will provide a continuous flow of sushi. Staff will be trained to be unintimidating, menu is easy to understand, even to a novice.*
- **What are we sure to remember, and tell our friends about, the next day?**
 - *How much fun it is and how great the food is. This is a place you take people who don’t think they like sushi.*

Basic Facts

Overall theme/inspiration: Unintimidating yet Fashionable Japanese Restaurant

Type of Cuisine: Japanese – Sushi and Teriyaki

Service Style: Self Service and Sit Down Casual

Segment: Fast Food and Casual Dining

Price Point: Low Medium – Check Ave. Lunch \$12-14, Dinner \$16-\$18, to go \$8-9

Meal Period(s) Lunch, Snack, Dinner

Location: Lifestyle Center/Premium Enclosed Mall – High End Food Court

Size: 2,500 sq. feet, 75 seats plus to go counter

Financial Projections – Investment - Sales: Investment \$750,000; Sales \$1,500,000

Characteristics of the space: Mall environment typically has limited HVAC venting, shared kitchens, restrictive mall or food court design standards or look. It is a retail intense environment, particularly sensitive to odors.

Target Customers/Traits

Who is the target customer and what are their characteristics?

1. Female Shoppers (suburban Midwest): diet conscious, fashionable, trendy, seek status

2. Young Adults: Trendy, fashionable, social, seeking security, want to be in the know

3. Retail Workers: Fashionable, value shopper, seeking convenience, routine, variety, diet

Brand's Response to Customer Traits

How will your Brand respond to the needs of your target customers?

1. Female Shoppers: Healthful perception of venue, very fashionable design, easy to eat foods (clean foods), towel service to wipe hands before and after, comfortable environment as a break between shopping stops

2. Young Adults: Hip look, easy-to-navigate menu, vibrant music, reflect pop culture, cooked menu options clearly indicated

3. Retail Workers: fast to go service, good value, hot meal option, fashionable

Similar Brands (Not Just Restaurants)

Which Brands share similar ideas, values, or position in the consumer's mind?

1. IKEA: Democratic, great value, fun, eclectic, broad appeal, engaging

2. Starbucks: Casual, great to meet people, everyday, comfortable, warm, connects with Americans, reinvented the Italian coffee bar to an American icon

3. Yo Sushi in London, RA Sushi, Go Sushi: Very fashionable and hip sushi bar, mass appeal, fun and inventive menu

Key Competitors

Which Restaurants offer similar or alternative services that most directly compete for your target audience's business?

1. Food Court Venues: Burger, pizza, sandwiches, salads, burrito

2. Casual Restaurants in the Mall: TGI Friday's, Red Robin, etc.

3. Japanese Restaurants in Area: Mom and pop ethnic Japanese restaurants, upscale sushi

Differentiators

What does your Brand do better/different than the competition?

1. Food Court Venues: Ours is unique alternative, more exciting and fashionable

2. Casual Restaurants in the Mall: Ours is more hip, fresh, fun, exciting

3. Japanese Restaurants in Area: More professional, more familiar and American

Key Brand Criteria: Sample Sushi Concept

What are key promises that your Brand will deliver to your guests?

Accessible (unintimidating)

Service staff is down to earth, democratic, no nonsense, knowledgeable about the food without being condescending, great for “first timer.”

Fashionable and Hip

Cool look, from the décor and food to the uniforms and service style—it is all very “Now.”

Fun, Fresh, Exciting, Stimulating

Stimulating environment, fun and intriguing menu, fresh and somehow new.

Unique American Invention

An American interpretation of a hip Japanese restaurant, fitting Japanese food into what Americans are most comfortable with. Japanese food that you might find at TGI Friday’s rather than a traditional Japanese restaurant.

Good Value

Moderate prices, well worth it for the quality of the experience.

Healthful Perception

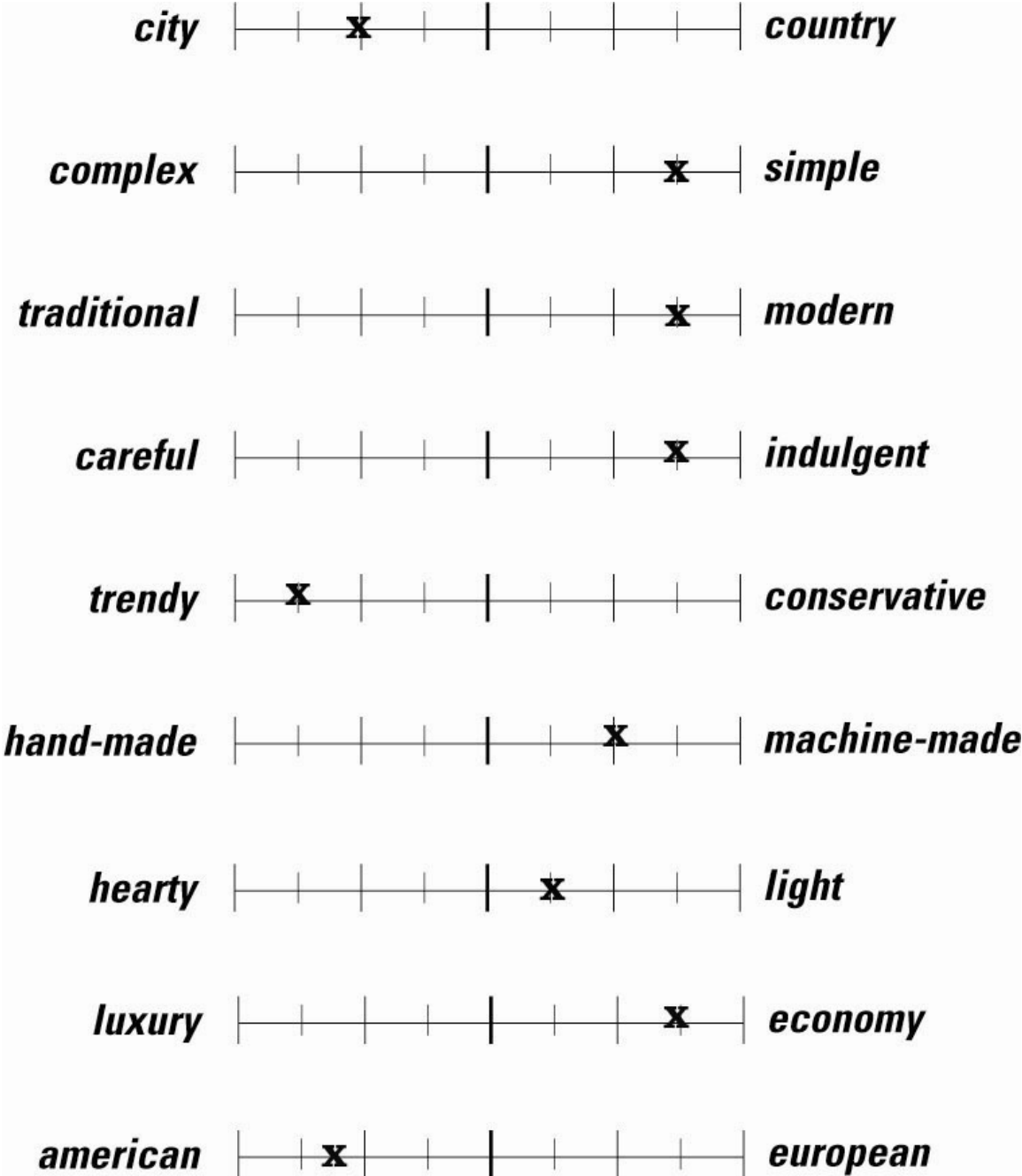
Highlight the healthful nature of the foods.

We acknowledge leading restaurant designer Shea Design, a leading restaurant marketing/interior designer, for their collaboration in the formation of the Sushi concept sample provided.



David Shea,
Shea, Inc.
www.shealink.com

Brand Personality: Sample Sushi Concept



Brand Personality: Sample Sushi Concept

masculine |-----| **x** |-----| *feminine*

earthy |-----| |-----| **x** |-----| *high-tech*

friendly | **x** |-----| |-----| |-----| *quiet*

serious |-----| |-----| |-----| **x** |-----| *humorous*

high class |-----| |-----| |-----| |-----| **x** |-----| *democratic*

expensive |-----| |-----| |-----| |-----| **x** |-----| *affordable*

aspirational |-----| |-----| |-----| **x** |-----| |-----| *realistic*

public | **x** |-----| |-----| |-----| |-----| *private*

young |-----| **x** |-----| |-----| |-----| |-----| *old*

Speaker Qualifications/Biographies:



David Dodson,
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David has dedicated his career to the development and expansion of restaurants and food manufacturers. His expertise in strategic change, concept formation, operational improvement and financial strategy has been honed through his work as a business leader and business partner to several creative chefs and consultant to restaurants, retailers and manufacturers.

He started his career as a chef and caterer, working his way into operations and leadership roles including leading Real American Restaurants where he managed 500 employees in three states. Rounding out his operational experience, David has also worked as an associate restaurant securities analyst for the mid-sized investment bank, JMP Securities in San Francisco, where he covered 15 publicly traded restaurant companies and the food industry as a whole.

Over the last 10 years David has been the business developer of restaurants like Tomatina, Gracie's and Bistecca. He has worked with several renowned chefs including Chef Michael Chiarello, Iron Chef Cat Cora and the former Google chef Charlie Ayers on their business strategy, brand vision and management development. He has provided strategic consulting to companies like Whole Foods, Rosewood Hotels, The Mansion on Turtle Creek, General Growth Properties, Pizza Antica and Zao Noodle Bar.

David earned an MBA in International Business from Thunderbird, American Graduate School of International Management; a Bachelor's in Hospitality Management from Florida International University; and an Associate Arts degree in Culinary Arts from the Culinary Institute of America in New York City.