



# CASE STUDY

Branding for Plantoholic

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# SUMMARY

Food On Focus Media is a boutique creative hub based in Dubai, specializing in content production, design, and consultation for the F&B industry. From food photography and videography to branding, 3D design, and restaurant consulting, the agency offers end-to-end solutions tailored for restaurants, cafes, and cloud kitchens.

## BACKGROUND



Plantoholic, a plant-based café located in Dubai, partnered with Food On Focus to establish its brand identity, design a strategic menu, and develop a community-focused marketing plan. With an emphasis on sustainability and innovation, the cafe achieved rapid brand visibility and developed strong community engagement, becoming a local favorite in the wellness and plant-based dining scene.

# OUR INNOVATION

Food On Focus went beyond traditional F&B marketing strategies to bring unique and innovative ideas to Plantoholic, setting it apart in Dubai's plant-based dining scene. Here are the key innovations introduced:

- Kitchen Model with Plant-Based Specialty Focus
- Dynamic DIY Flavor Bar Experience
- Community Engagement Events with Wellness Partners
- Innovative Menu Design for Delivery Growth
- Eco-Friendly and Minimalist Branding & Packaging
- Integrated Marketing with Storytelling Approach
- Seasonal Campaigns and Activations

# OUR COMPREHENSIVE SOLUTIONS

These innovations helped Plantoholic achieve rapid growth and establish itself as a pioneering plant-based brand in Dubai, with a unique blend of wellness, sustainability, and community-driven experiences.



# SCOPE OF WORK

## PLANTOHOLIC

Food On Focus led the creative process for Plantoholic from concept to completion, ensuring a cohesive design and branding strategy aligned with the café's plant-based ethos. The key areas of involvement:

- Brand Identity & 360 Marketing
- 2D and 3D Design of the Café
- Full Production Setup

## OUR COMPREHENSIVE SOLUTIONS

- Design a unique logo and cohesive brand identity to establish Plantoholic as a leader in plant-based dining.
- Develop an interior design that optimizes both dine-in and delivery operations for maximum efficiency.
- Create a visually appealing space that embodies the core values of the brand.
- Design a café environment that balances aesthetics with practical functionality for smooth operations.
- Oversee the seamless coordination of design elements to ensure the successful production and launch of the café.
- Craft a memorable logo and brand palette that reinforces the brand's identity.
- Manage the entire production process from concept to launch, ensuring alignment between branding, interior design, and operational efficiency.



# BRAND IDENTITY

Plantoholic

Plantoholic

Plantoholic

Plantoholic  
CAFE & RESTAURANT

Plantoholic  
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Plantoholic  
CAFE & RESTAURANT



Food On Focus had a collaborative meeting with Plantoholic, where they finalized the color palette and proposed innovative ideas to align the visual aesthetics with the brand's identity and sustainability ethos.

## Why We Chose the Leaf Symbol for the Logo:

The leaf element in the logo was intentionally selected to symbolize Plantoholic's commitment to being a 100% plant-based brand. It reflects the essence of nature, growth, and sustainability, resonating with eco-conscious consumers. The leaf also represents a healthy lifestyle, reinforcing the brand's message of wellness through plant-based food and beverages.

## Color Palette Explanation:

- Green Shade: A vibrant, natural green was chosen to convey freshness, vitality, and health, aligning with the plant-based nature of the brand. Green also symbolizes sustainability, reinforcing the brand's eco-friendly values.
- Earthy Neutral or Beige Tone: This complementary tone adds warmth and sophistication to the brand's identity, creating a sense of simplicity and balance. It reflects the natural, organic ingredients used in Plantoholic's offerings, establishing trust and transparency.

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## Additional Elements for Brand Identity:

- **Typography:** A clean, modern typeface to reflect the simplicity and authenticity of the brand. Slightly rounded edges could symbolize approachability and warmth.
- **Visual Elements:** Incorporating illustrations or subtle patterns of leaves and plants within packaging and marketing materials to reinforce the brand's theme.
- **Sustainable Packaging:** Using eco-friendly packaging materials to further emphasize the brand's sustainability ethos.
- **Brand Voice:** Friendly, playful, and informative, creating a connection with the audience while promoting plant-based living in an engaging way.
- **Mood Board and Imagery:** Incorporate images with natural textures, earthy tones, and greenery to visually align the brand with its plant-based, sustainable mission.

# 3D STORE DESIGN



# PACKAGING & DESIGN



# MENU DESIGN

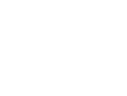
A collage of food images. At the top left is a 'Burgers' section featuring a 'Caramalised Burger' with a 52g patty, cheese, onions, and bacon, served with sweet potato chips and ketchup. Next is a 'Jackfruit Burger' with a 55g jackfruit patty, cheese, onions, and bacon, also served with sweet potato chips and ketchup. Below these are two 'SANDWICH' sections. The first shows a 'Philly Sandwich' with a 45g cold roast beef, cheese, lettuce, tomato, pickles, and melted cheddar cheese. The second shows a 'Cheese Ballwich' with a 45g cold roast beef, cheese, lettuce, tomato, pickles, and melted cheddar cheese. To the right is a 'Tuna Sandwich' with a 45g tuna salad, cheese, lettuce, tomato, pickles, and mayonnaise. Below that is a 'Falafel Wrap' with a 36g falafel, cheese, lettuce, tomato, pickles, and pita bread. At the bottom left is a 'Peri Peri Tofu Sandwich' with a 42g tofu patty, cheese, lettuce, tomato, pickles, and a side salad. To the right of the sandwich is a plate of tortilla chips and a bowl of red dipping sauce. A green leaf graphic is in the top right corner.

<b>PANCAKES</b>	<b>BREAKFAST ALL DAY</b>
<b>Rew Coco Pancakes</b> 48	
Three layered homemade pancake mix, chocolate chips topped with strawberries. Served with orange and chocolate sauce	
<b>Cinnamon Roll Pancake</b>	
Homemade cinnamon roll pancake mix, cinnamon powder topped with granola and mini lessons. Served with maple syrup	
<b>Original Plantainolic Pancakes</b> 48	
Homemade plantain pancake mix, topped with orange juice, orange juice, topped with bananas and strawberries. Served with maple syrup	
<b>Blueberry Pancakes</b> 48	
Three layered homemade blueberry pancake mix, fresh blueberries, topped with strawberries. Served with homemade blueberry jam and maple syrup	
	
<b>BOWLS</b>	
<b>Acia Bowl - Banana Strawberry</b> 45	
Acia banana, strawberries, coconut yogurt	
<b>Acia Bowl - Banana + Mixed Berries</b> 45	
Acia banana, blueberries, strawberries, blueberry yogurt	
<b>Acia Tropical</b> 48	
Acia mango, mango, coconut chips, passion fruit, blueberry yogurt	
<b>Pitaya Bowl</b> 46	
Pitaya, bananas, strawberries, blueberry, orange juice, granola, yogurt	
<b>Matcha Bowl</b> 52	
Matcha bananas, mixed berries, yogurt, green tea, topped with granola	
	
Feel free to ask for our team to allergen test our team	

A collage of various healthy meal options from the vegan guide. It includes a Sweet Potato Gnoccodello, a Plant-Based Lettuce Wrap, a Poke Bowl, Butter Chicken, Japanese Tomato Curry, Mushroom Pumpkin Risotto, and Chicken Teriyaki. Each dish is presented on a white plate or in a bowl, with some garnished with fresh herbs like cilantro and parsley.

MYLKSHAKES & FRAPPE	
<b>Chocolate Peanut Butter Mylkshake</b>	<b>29</b>
Oat milk, vanilla protein, almond butter, peanut butter	
<b>Avocado Mylkshake</b>	<b>29</b>
Oat milk, vanilla protein, avocado, agave syrup	
<b>Saffron Mylkshake</b>	<b>29</b>
Coconut milk, saffron gelato, rice house saffron blend	
<b>Chocolate Mylkshake</b>	<b>29</b>
Oat milk, vanilla protein, chocolate chips, agave syrup	
<b>Matcha Frappe</b>	<b>30</b>
Oat milk, vanilla gelato, matcha, agave syrup	
<b>Salted Caramel Frappe</b>	<b>30</b>
Oat milk, vanilla gelato, houseblend caramel	
SMOOTHIES	
<b>Tropical Pitaya</b>	<b>29</b>
Pitaya, mango, pineapple, passion fruit, oat milk, agave syrup	
<b>Pitaya Smoothie</b>	<b>30</b>
Pitaya, lime juice, coconut milk, agave syrup	
<b>Plant Power Smoothie</b>	<b>29</b>
Pomegranate,ковиди, chia seeds, hemp hearts, agave syrup	
<b>Acai Power</b>	<b>29</b>
Açaí, watermelon, banana, raspberry, agave syrup	
<b>Acai Berry Smoothie</b>	<b>29</b>
Açaí, dragon fruit, red seed, banana, agave syrup	

A collage of healthy breakfast images. It includes a bowl of porridge with toppings, a plate of French toast with fruit, a bowl of cereal with a spoon, and a sandwich. The images are arranged in a grid-like pattern.

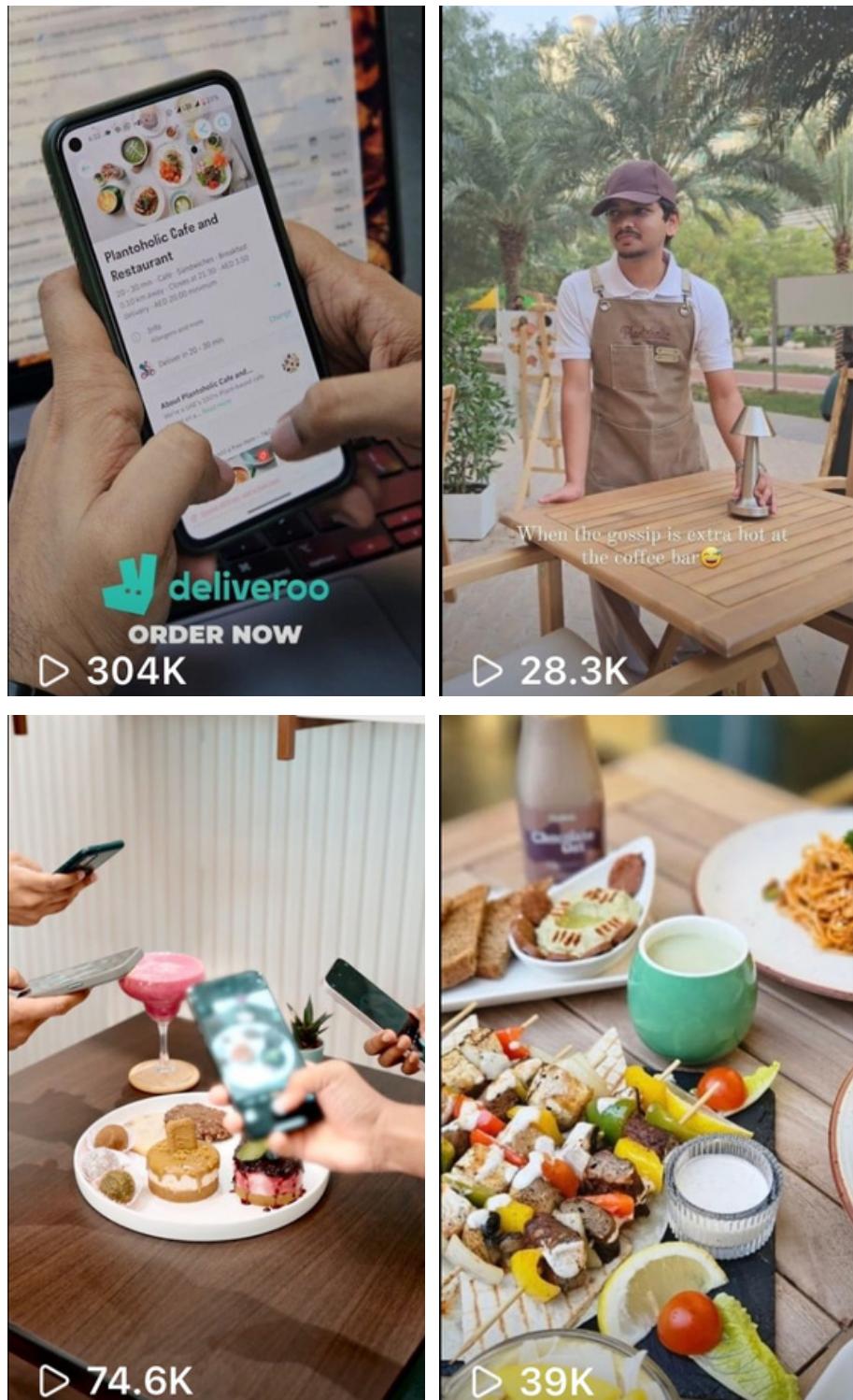
HOT COFFEE		ICED COFFEE		COFFEE
Espresso	16/18	Iced Americano	18	
single / double		Iced Latte	22	
Americano	18	Iced Oatlatte	22	
Latte	22			Join us at PlantoHolic
Oatcoffee	22	<b>PLANTOHOLIC</b>		to embrace the whole goodness of plant based designs.
Flatmilk	22			We take pride in offering a delightful range of dairy-free products for the most plant based enthusiasts.
Cortado	22	Hot Chocolate	25	
Coccoco	22	Iced Chocolate	25	
<b>OUR SPECIALITIES</b>				
Matcha Latte	25			
Plantoholic Spanish Latte	25			
Saffron Latte	25			
Salted Caramel Oat Latte	25			
Mint Coconut Latte	25			
Maple Mocha	25			
Almond Date Latte	25			
<b>ICED SPECIALTIES</b>				
Iced Matcha Latte	26			
Iced Plantoholic Spanish Latte	26			
Iced Saffron Latte	26			
Iced Salted Caramel Oat Latte	26			
Iced Mint Coconut Latte	26			
Iced Maple Mocha	26			
Iced Almond Date Latte	26			
<b>TEA</b>				
English Breakfast	18			
Earl Grey	18			
Jasmine	18			
Chamomile	18			
Green Tea	18			
<b>ICED TEA</b>				
Passion Fruit Jasmine	25			
Blueberry	25			
Peach	25			
<small>Soyas, coconut oil, almond milk available Just our staples for the best high recommendation</small>				

## CASE STUDY

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# SOCIAL MEDIA

The photography and design for this drink, created by Food On Focus, became a standout on social media, gaining boosted engagement and elevating the brand's presence to drive impactful results.



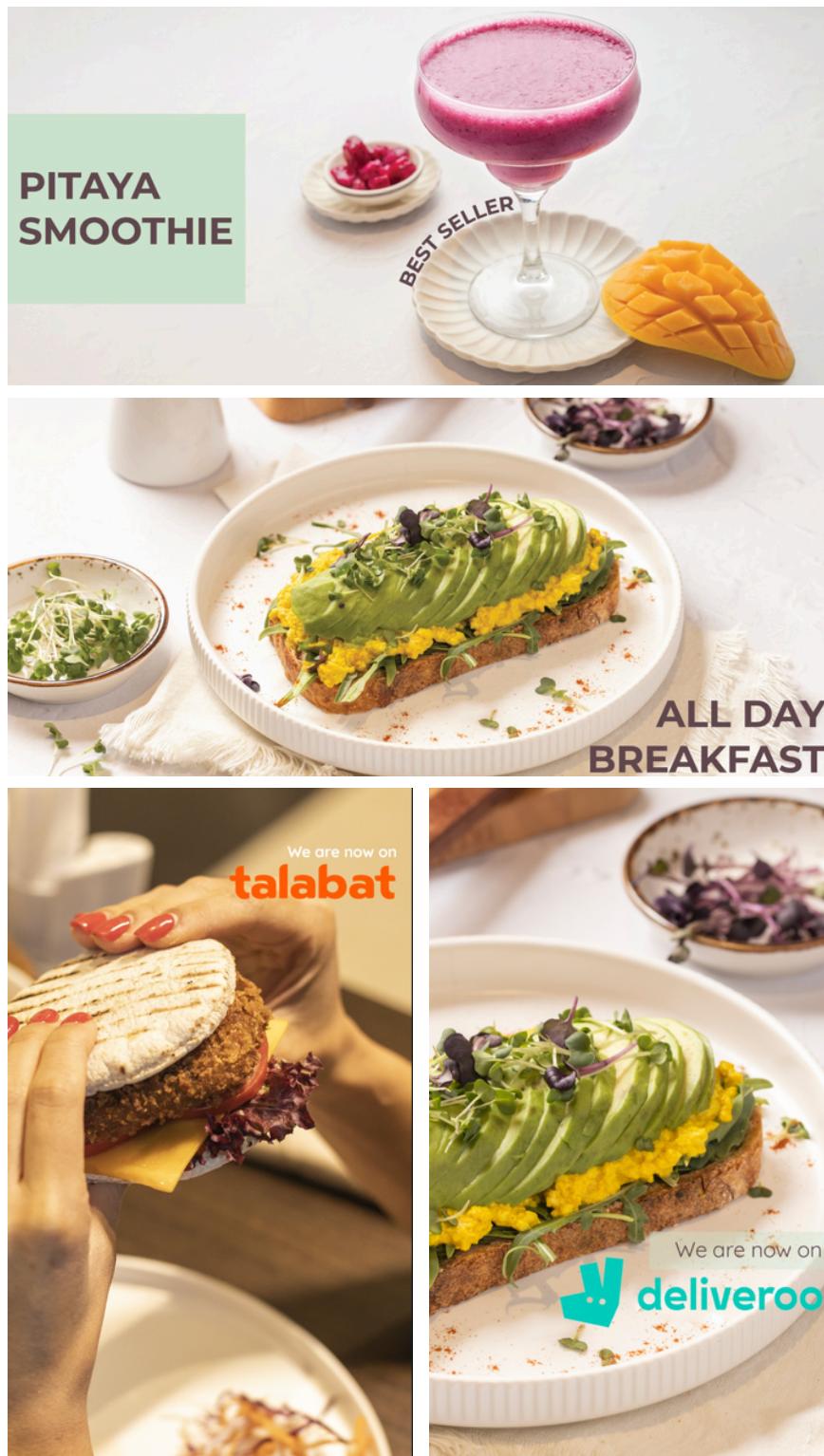
# PHOTOGRAPHY AND DESIGNING

The photography and design for this drink were expertly crafted by Food On Focus, bringing it to life for our social media channels.



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# PHOTOGRAPHY AND DESIGNING

This is an in-house drink, crafted and styled by Food On Focus, with all creative elements, photography, and graphics curated and edited by our team.

**INFUSED MYLK**

**100% PLANT BASED**

The main image is flanked by two detailed product pages for the Pistachio Oat flavor and the Chocolate Oat flavor.

**Pistachio Oat Product Page:**

- Header:** Refresh, Vibe High! #SUPPORTLOCAL MADE IN UAE | www.plantoholic.org
- Product Image:** A 300ml bottle of Pistachio Oat milk. It features a yellow label with the product name and a small message: "First of its kind in UAE There is a message from me, turn left".
- Text:** Freshly prepared at our kitchen & coffee bar. Keep me refrigerated. Shake me before drinking!
- Bottom:** @ f d plantoholic\_org | www.plantoholic.org

**Chocolate Oat Product Page:**

- Header:** Refresh, Vibe High! #SUPPORTLOCAL MADE IN UAE | www.plantoholic.org
- Product Image:** A 300ml bottle of Chocolate Oat milk. It features a dark brown label with the product name and a small message: "First of its kind in UAE There is a message from me, turn left".
- Text:** Freshly prepared at our kitchen & coffee bar. Keep me refrigerated. Shake me before drinking!
- Bottom:** @ f d plantoholic\_org | www.plantoholic.org

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# CAMPAIGNS

## LAUNCH OFFERS

Food On Focus Media developed the concept for the launch offer, playing a crucial role in the successful opening of their store.



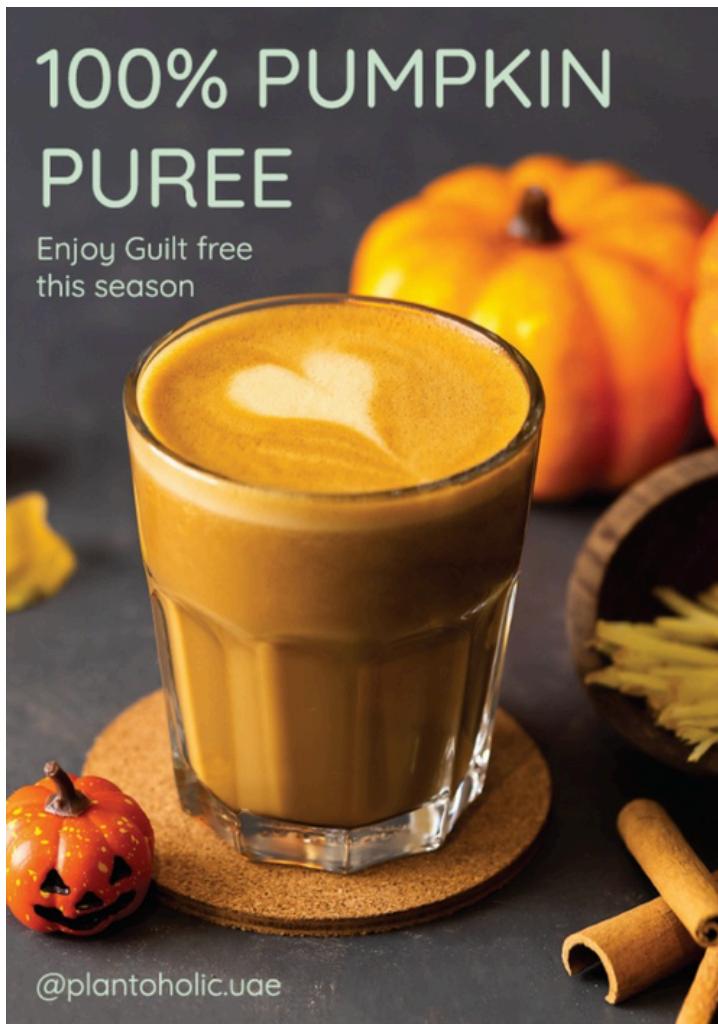
# WINTER CAMPAIGN

Food On Focus Media designed a distinctive concept for the brand's Winter Festival campaign, crafting creative ideas to shine on social media, captivate customers, and spark engagement with festive cheer.



# HALLOWEEN CAMPAIGN

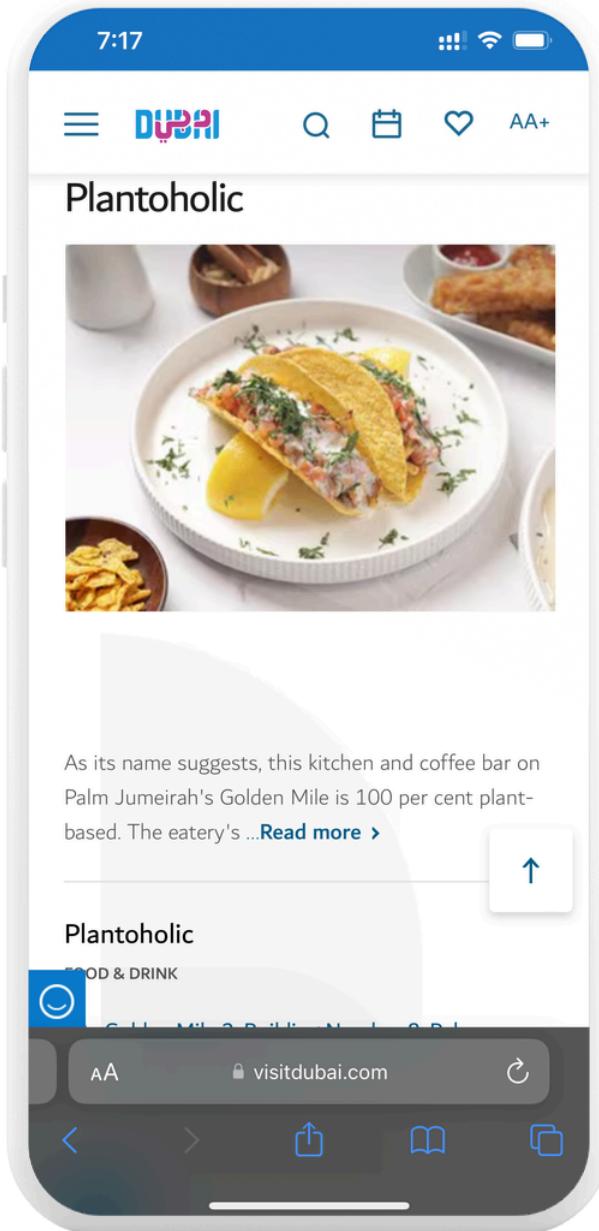
Food On Focus created a captivating concept for the brand's Halloween campaign, introducing ideas that stand out on social media and draw customers in with spooky excitement and seasonal charm.



## FEATURED ON



Plantoholic was proudly featured on Time Out as the best go-to vegan restaurant in Dubai for 2024, securing a top spot among the absolute best vegan dining experiences in the city.



Plantoholic was featured in Visit Dubai as one of the top healthy restaurants to visit, offering a plant-based experience that stands out in the city's vibrant dining scene.

# FEATURED ON



**a restaurant named  
called Plantoholic. Its  
plant-based, yeah,**

Kris Fade Show - Virgin Radio 104.4

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Plantoholic

Instagram icon | YouTube icon

Plantoholic was proudly featured on the Kris Fade Show on Virgin Radio 104.4 FM, sharing our passion for plant-based living with listeners across the UAE.

# CHALLENGES

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Plantoholic needed to carve a niche for itself in Dubai's highly competitive F&B space, which has a growing but crowded plant-based dining segment.

## Target Audience

Plantoholic's customer base is segmented into niche groups, focusing on health-conscious consumers, eco-friendly advocates, and the growing vegan community. The primary target audience includes:

- Health & Fitness Enthusiasts
- Plant-Based & Vegan Lifestyle Adopters
- Expat Community and Tourists
- Corporate Professionals & Remote Workers

## Low Traffic

To attract foot traffic and online engagement, Food On Focus implemented the following strategies to Plantoholic:

- Local Collaborations
- Social Media Campaigns
- Delivery Campaigns via Careem
- Activations & Give-aways

## Conversion

The focus is on converting foot traffic into loyal, repeat customers and maximizing delivery orders:

- In-Store Loyalty Program
- Subscription Model

# SOLUTIONS

We devised a comprehensive digital marketing strategy for Plantoholic Cafe, which included a targeted PPC campaign, and their social media presence.

## DIGITAL MARKETING STRATEGY

Plantoholic's digital marketing strategy, crafted by Food On Focus, used targeted social media campaigns, SEO, influencer collaborations, and Careem delivery promotions to drive awareness, attract foot traffic, and increase online orders in Palm Jumeirah.



# SEO OPTIMIZATION

Food On Focus implemented a comprehensive SEO strategy for Plantoholic by optimizing the Google My Business profile with accurate business information, photos, and reviews to enhance local search visibility. The website and social media profiles were enriched with targeted keywords like “vegan café Dubai” and “plant-based coffee in Palm Jumeirah” to attract organic traffic. Additionally, blog content related to wellness and plant-based living was created to position Plantoholic as an authority in the niche. Local SEO efforts ensured Plantoholic ranked higher for searches within a 5-10 km radius, driving both foot traffic and delivery orders.

## TARGETED PPC

For Plantoholic, Food On Focus implemented targeted PPC campaigns through Google Ads, Instagram, and Facebook, focusing on high-intent keywords such as “vegan café near me” and “plant-based food Palm Jumeirah.” The campaigns were geo-targeted within a 5-10 km radius, ensuring they reached nearby residents, tourists, and professionals. Special offers like combo deals and discount vouchers were promoted through display ads to drive both delivery orders and in-store visits. With strategic ad placements on Careem for delivery promotions, the PPC campaigns successfully increased visibility, boosted engagement, and contributed to consistent revenue growth.



## SOCIAL MEDIA

Food On Focus crafted a dynamic social media strategy for Plantoholic, focusing on Instagram and Threads to build brand awareness and foster community engagement. The content included reels, stories, and behind-the-scenes videos, showcasing menu highlights, preparation processes, and customer interactions. Interactive elements like polls, giveaways, and Q&A sessions were used to engage followers, while user-generated content (UGC) encouraged customers to share their experiences. Partnerships with local influencers and wellness studios amplified reach, and targeted ad campaigns on Instagram and Facebook promoted special offers, driving both foot traffic and online orders. This approach helped establish Plantoholic as a lifestyle brand, aligning with the preferences of Dubai's plant-based community.



# RESULTS

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Our hard work paid off with a 70% increase in website traffic, a 50% increase in conversion rate, and an impressive 120% sales boost in just six months.

**Website  
traffic**

**70%**

**Conversion rate**

**50%**

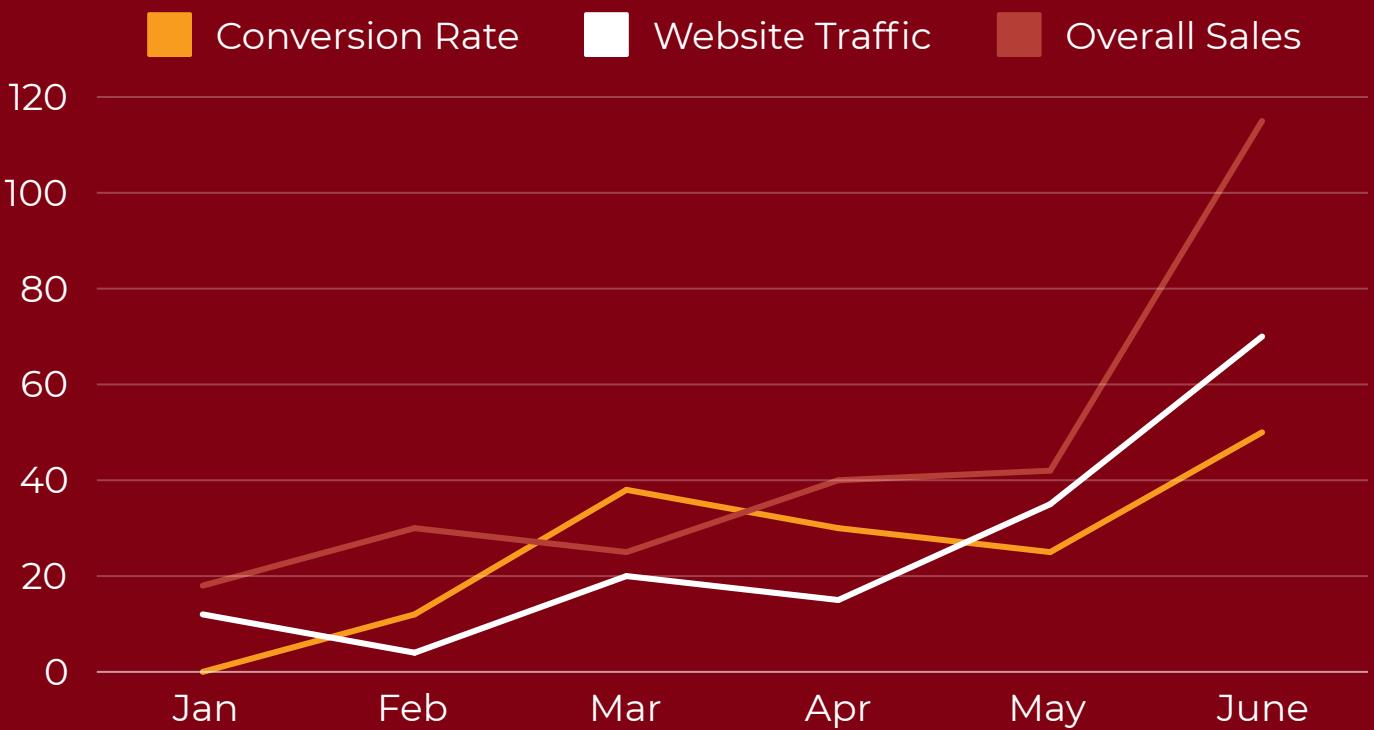
**Overall sales**

**120%**

# RESULTS

## SIX MONTHS PROGRESS

In just six months, Plantoholic achieved significant growth, with a 50% increase in delivery orders, steady foot traffic, and a growing community presence, strategic branding, targeted campaigns, and effective partnerships led by Food On Focus.



Following community events, footfall increased by 25%, Instagram traffic exceeded 10,000+ in just Six months through engaging content, delivery orders surged by 72% within 90 days of launching the cloud kitchen, and 40% of first-time customers returned within a month, showcasing growing customer loyalty.

# CLIENT FEEDBACK

Our partnership with Plantoholic Cafe underscores the power of a targeted, comprehensive digital marketing strategy. As quoted by one of the Partner of Plantoholic Cafe, 'Working with this fantastic team transformed our online presence and had a significant impact on our bottom line.'

## TESTIMONIAL

"When we partnered with this amazing digital marketing team, we knew we were in good hands, but we didn't anticipate the extent of the success we would achieve. Their team came in with a clear, well-thought-out strategy covering SEO optimization, a targeted PPC campaign, and a much-needed overhaul of our social media presence.

**"Food On Focus did an exceptional job in helping us build Plantoholic from the ground up. Their creative approach to branding, community events, and marketing has been key to our rapid growth and success." – Plantoholic Team**

The results speak for themselves — a 70% increase in traffic, a 50% boost in conversions, and an incredible 120% rise in our sales! I wholeheartedly recommend their services to any business looking to revamp their digital marketing strategy and see real, quantifiable results."

**GOPAL ASWANI, PARTNER - PLANTOHOLIC CAFE.**

# THANK YOU!

Inspired by Plantoholic cafe's success story?

Get in touch with us to start your journey toward outstanding results.

Food On Focus  
**media**

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