

the **carne** alley

VISUAL IDENTITY & BRAND STRATEGY

WHO WE ARE

we are a community-motivated business that brings prime meats from all over the globe and worldly meat-eaters from the metro south into one place-- into one **alley**.

WHAT WE DO

we want to deliver the experience of enjoying quality meats without the hassle of driving through hours and hours of manila traffic just to pay too much for an ant-sized meat portion. we can make you skip all of that. we are committed to bringing the taste of your favorite foreign flavors right at your doorstep, so you can easily make unforgettable mealtime moments within the intimacy of your dining table.

COMPETITORS

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COMPETITOR STUDY

there are common denominators for the majority of premium meat retailers: a predominantly dark color palette, a very macho visual identity, and marketing campaigns targeted exclusively towards men.

the question is-- is it only men who eat steak? is it actually men who cook their steaks that they buy from those manly brands? do all dads want steak on fathers' day? do all men want steak for their birthdays? should steak be enjoyed only on special occasions?

TARGET MARKET AS A DIFFERENTIATOR

the carne alley chooses to veer from the typical macho marketing strategies as a way to stand out and break the norm in the sea of premium meat retailers online.

the carne alley is committed to making premium meats accessible to anyone and everyone who wants to eat darn good meat, 24/7/365. we want to create a community of meat lovers and stimulate conversations about great home-style steaks and elevated meat dishes. our goal is to make premium meats a part of everyday, normal home-cooked meals because why not, right?

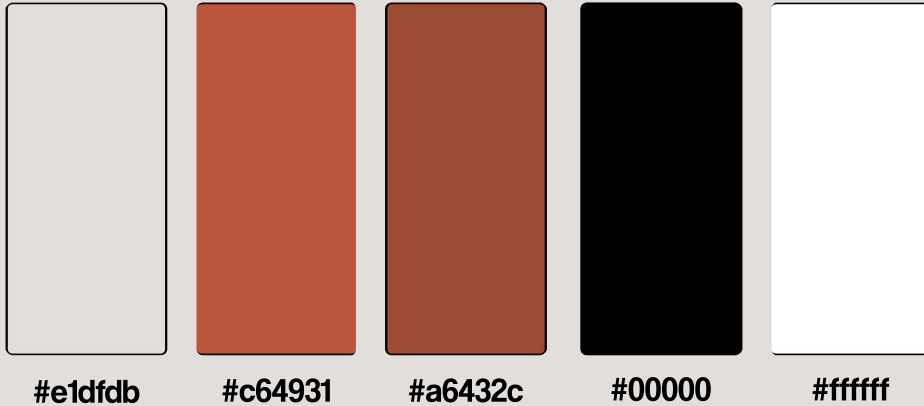
whether you're a sossy tita who wants to bring steak to your amigas' potluck, a milk tea-powered millennial who wants to post #foodporn on your instagram feed, a dude-bro who wants to test out a steak hack you found on reddit, or a zoomer who wants to try steak for the first time, **the carne alley** is definitely where it's at.

LOGO



VISUAL IDENTITY

COLOR PALETTE



ICONS



FONT FAMILY

coolvetica

title font

SUKHUMVIT SET (BOLD,  50), UPPERCASE

subtitle font

sukhumvit set (thin), lowercase

body font


KEY DESCRIPTORS

- clean & bright
- approachable
- informative
- geometric
- warm
- unpretentious

PACKAGING



the carne alley


BUTTER AGED BRAZILIAN RIBEYE

composition

100% grass-fed brazilian ribeye steak

unit price/kg			
P1450.00 1KG+	P1430.00 5KG+	P1420.00 20KG+	P1410.00 50KG+

weight

6.892


price


9,855.56


recommended cooking times

doneness	skillet	oven	gas grill	charcoal grill
rare 1 INCH 1 1/2 INCHES	11-13 minutes 13-15 minutes	9-11 minutes 11-14 minutes	8-11 minutes 11-14 minutes	8-11 minutes 11-14 minutes
medium-rare 1 INCH 1 1/2 INCHES	12-14 minutes 14-16 minutes	10-12 minutes 12-15 minutes	9-12 minutes 12-15 minutes	9-12 minutes 12-15 minutes
medium 1 INCH 1 1/2 INCHES	13-15 minutes 15-17 minutes	11-13 minutes 13-16 minutes	10-13 minutes 13-16 minutes	10-13 minutes 13-16 minutes
medium-well 1 INCH 1 1/2 INCHES	14-16 minutes 16-18 minutes	12-14 minutes 15-17 minutes	12-15 minutes 15-18 minutes	12-15 minutes 15-18 minutes

0912 345 6789

 thecarnealley

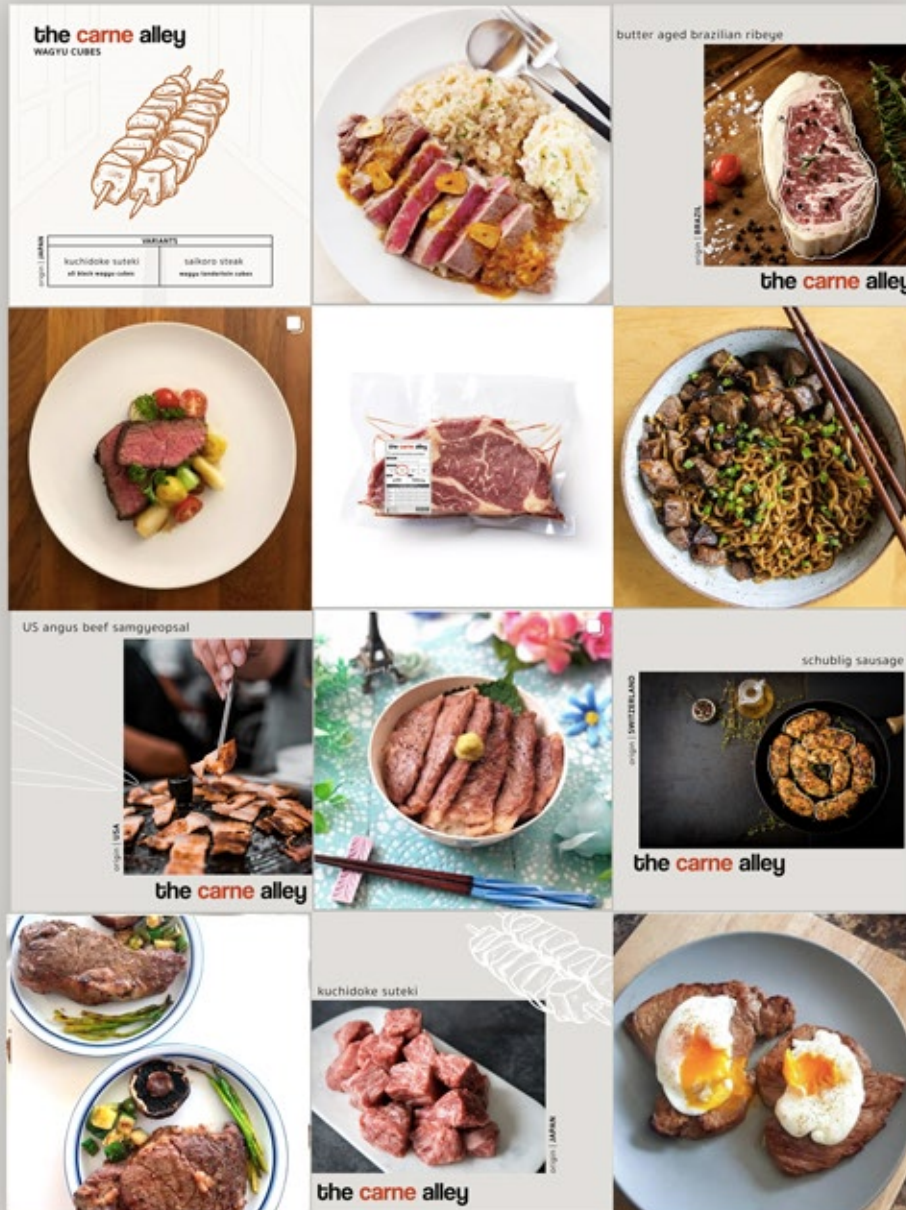
 The Carne Alley



TIL WE MEAT AGAIN



SOCIAL MEDIA VISUALS



PRODUCT PHOTOS

- use template to offset the darkness of stock product photos; to assert the brand's key visuals and incorporate the aesthetic into the feed; to reiterate product information

COMMUNITY PHOTOS

- top angle
- circle plate
- clean table/background

EXTRAS

- line illustrations
- product packaging against a clean background

SOCIAL MEDIA STRATEGY

STICKINESS

stickiness refers to how long someone spends on your page, or in your store, or engaged with you or your product. to explain in simple terms, sticky marketing would be any interactions that encourage people to stick around longer and stick with you for future interactions (and transactions).

INSTAGRAM & FACEBOOK

- engagement: be personal and believable
 - = build an honest relationship with your customers through friendly conversations during their consideration stages and initiate after-sales conversations
 - = encourage them to share their own recipes, photos of meals they cooked with your products, etc.

- content variety: avoid posting content that's repetitive or else your audience will lose interest
 - = space the product photos and community photos out by at least 1 post apart

VIBER

- community building: maintain a group chat
 - = utilize viber groups as a pseudo-newsletter platform to update your customers about new launches, restocks, and promotions
 - = allow customers to share cooking tips and other tca-related discussions in the chat

CUSTOMER SERVICE AS A DIFFERENTIATOR

as the e-commerce market grows more saturated day by day, brands naturally strive to make themselves presentable through their own websites. the downside from this is the disconnect of the brands' core meaning to their customers.

the carne alley chooses to take advantage of being a small-scale business to be able to converse with customers during their consideration process. this approach creates stickiness and allows for an in-depth customer analyzation while delivering great customer experience in today's standards.

CUSTOMER EXPERIENCE

advertisement

design ads that will make the customer feel envy or FOMO instead of focusing on hard-sell tactics

inquiry

address customers by their first name instead of using “ma’am/sir.” introduce yourself using your real name instead of addressing yourself as “our team.” use “I” instead of “we.” in the world of bots and automated responses, this communication style is refreshing, and makes people feel like they’re being heard and talked to as humans. this creates a more personal and memorable consideration stage for the customer.

e.g.: Hi Niko! Nice to meet you, I’m Luis! The butter aged ribeye is unavailable as of today but I can place an order for you next week! :)

purchase

alleviate the customer of the time consuming process of clicking through an order form link. if they don’t feel 200% convinced of the purchase yet, this gives them extra time to reconsider their purchase. if you can, as much as possible, have them provide their delivery details within the chat, you can make them commit to a purchase way easier and way quicker.

provide a diverse set of payment methods to make it easy for them to send the payment asap. a good set includes: paypal (for credit cards), bpi & bdo (for debit cards), gcash, and paymaya.

offer multiple choices of delivery services to give the customer a sense of security when they are able to choose a delivery provider that they are comfortable with.

after-sales

once notified that the order has been delivered, thank the customer for their purchase and offer tips or assistance on preparing the meats.

e.g.: Thanks for ordering, Niko! If you need any tips for cooking your butter aged ribeye, don’t hesitate to ask me or check our viber group for recipe ideas. :)

after 24 hours, follow up for feedback and/or encourage them to post a review on their socials. ask them to join the community chat for updates on weekly specials, restocks, early access for product launches, etc.