

Brand Strategy Plan

Brand Name: EAT NOW

Table of Contents

1.0 Introduction.....	3
2. 0 Brand Identity.....	3
2.1 Brand Visioning	4
2.2 Purpose.....	5
2.3 Vision	5
2.4 Core Brand Values	6
2.5 Mission.....	7
3.1 Brand Equity	7
4.1 Segmentation.....	10
4.2 Targeting	111
4.3 Positioning.....	122
5.1 Marketing Mix.....	122
6.0 Sustainability	13
8.0 Conclusion.....	14
Reference.....	144

1.0 Introduction

The definition of a brand encompasses a direct result of both segmenting a particular market and the schemes employed in differentiating specific products. The idea of branding goes beyond just naming products or services that are offered by a company or an individual (Kapferer, 2004). As stated by Ambler in 1992, the characteristics attached to a brand are either real or imagined, rational or emotional, physical or immaterial (Ambler, 1992).

Eat Now is a brand that exists to provide nourishment to the western world in a healthy and reliable manner, and in a way that is sustainable, based in the UK. We derive our reason to exist from connecting people with the food that they require to survive and function optimally. We also pride in supporting local businesses by connecting local farmers with their markets, and customers with ingredients. Our wealth of experience combined with new and advanced technologies and knowledge will help the brand to be a trusted brand for customers in the UK.

I will be developing Eat Now as a value-added and sustainable brand. The proceeding sections will explore the brand development process and theories using marketing theories and models.

2. 0 Brand Identity

According to the industry statistics of UK by IBISWorld, the market size of restaurant industry in the UK is £20.4bn in 2022, ranking 2nd in the UK. It is also reported that in 2022, the market size of the restaurant industry is still expected to experience up to 114.8% increase in 2022. However, with this large numbers, high competition is identified as a major threat to the growth of the market size in the country. Notwithstanding, the opportunity that lies in this industry is the proposed increase in the expenditure by households in the highest quintile in 2022. Families with higher incomes are more likely to eat meals at restaurants more in 2022 and beyond (Industry Statistics, UK, 2022). The brand Eat Now thus exists to provide even more healthy competition in the industry and to fill the projected increase in the demand for restaurant meals.

As highlighted by Keller & Swaminathan, the goal of brand identity is to make it possible for customers to identify with the said brand and associate it with a particular product or need (Keller & Swaminathan, 2020). “Eat Now” as a brand will use an adaptation of Jean-Noel Kapferer’s Brand Identity Prism. Kapferer (2012) underscored a brand as a six-dimensional identity framework of personality, culture, self-projection, reflection, physique, and relationship. Where physique describes the symbols and characteristics of the product; personality denotes attitude; relationship which portrays beliefs and attractions; culture denotes values; the consumer's perspective of the brand is represented by Reflection, whereas the internal mirror of the customer as a brand user is represented by Self-image.

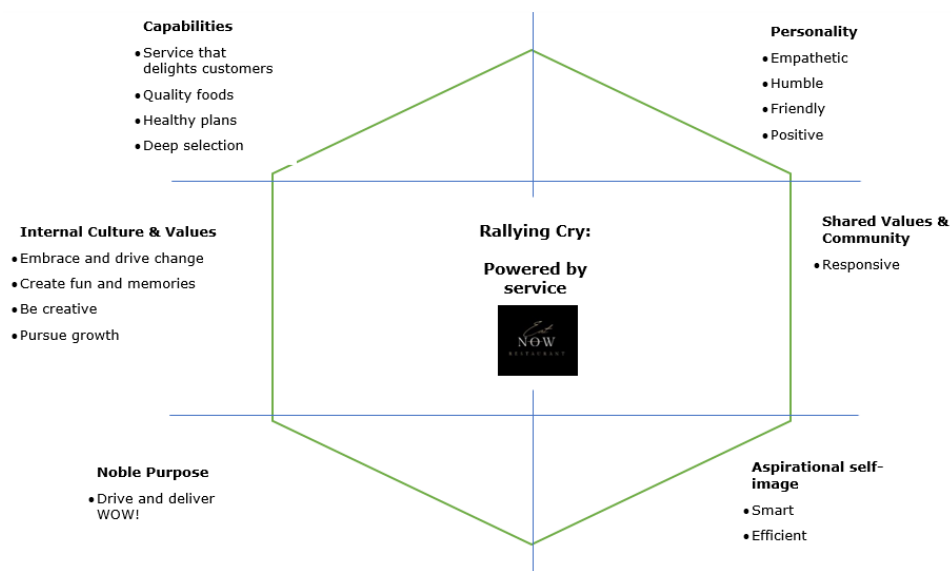


Fig. 1 *Eat Now's Brand Identity Prism (Kapferer, 2012)*

2.1 Brand Visioning

The process of Brand visioning involves three components starting with envisioning a desired future, moving on to identifying the brand's purpose, and thirdly creating the brand's values (Chernatony, 2010).

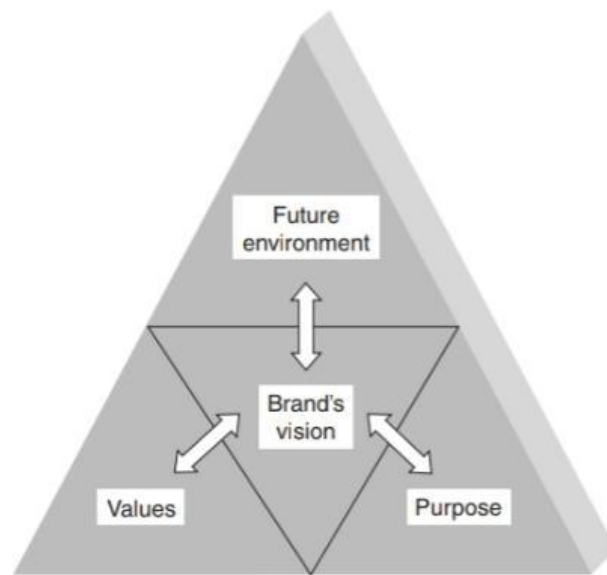


Fig. 2 *The three components of a brand's vision (Chernatony, 2010)*

2.2 Purpose

A brand's purpose is to clearly identify a specific set of marketplace offers (Beverland, 2021). Eat Now's purpose is to provide nourishment in a healthy and reliable manner, and in a way that is sustainable. The brand also derives its reason to exist from connecting people with the food that they require to survive and function optimally. According to The Nielsen Company, around 74% of Millennials and 72% of Generation Z consumers are ready to pay more for sustainable restaurant products and services (Josh Prigge, 2017). Thus, as a restaurant brand, sustainability is key to Eat Now's purpose.

2.3 Vision

For a brand to thrive, it is helpful to have a long-term vision of the future they want to create (Chernatony, 2010). According to Kotter (1996), the brand vision should be an easy-to-understand sentence that can be easily communicated. Eat Now's vision is to be the most lucrative fast food restaurant business, utilizing a resilient supply chain system and noble people, serving the best breakfasts and lunch in the Europe and America.

2.4 Core Brand Values

The brand's values are the third component of the brand vision, these values must reinforce the brand's mission (Chernatony, 2010). Eat Now has adopted the following values:

We love lean, iterative improvements and our success is measured by the value and experience we create for our customers. Here are the core values we live by:

1. **Always be HONEST**

We treat our customers as our friends. We treat the industry with respect. We don't say or do anything we wouldn't say to our friends or family.

2. **Always be LEARNING**

Aim to learn 1% per day. We make it part of our daily structure to read, get trained, etc. At Eat Now It's fine to make mistakes as long we are learning from them.

3. **Create WOW!**

Everything we do – how we act, treat our customers and how we build our product – is aimed at creating WOW moments for our Customers.

4. **Show RESPECT**

We respect our teams, our customers and the industry, giving the most adequate attention to embrace and embrace diversity



Fig. 3 *The Brand Hexagon - A Conceptual Model of a Brand-Oriented Company and its Identity*
(Urde 1994, 1997)

2.5 Mission

The mission of a brand is “the point of departure” that answers the questions of why the brand exists, what the brand stands for, and who the brand is (Urde, 1999). Eat Now's mission is to offer the most perfect food at a fair price, that is served quickly and in a physically appealing, pristine environments.

3.1 Brand Equity

Brand equity, defined by Keller (1993), is the commercial value derived when a brand is well-known and has strong and unique relationships in a consumer’s mind. Keller's Consumer Based Brand Equity model points out four steps in building a powerful brand. In the CBBE pyramid, every step builds upon the previous starting from brand identity to meaning, responses and relationships. These four steps are made up of six different types of brand building components – “salience, performance, imagery, judgments, feelings, and resonance”.

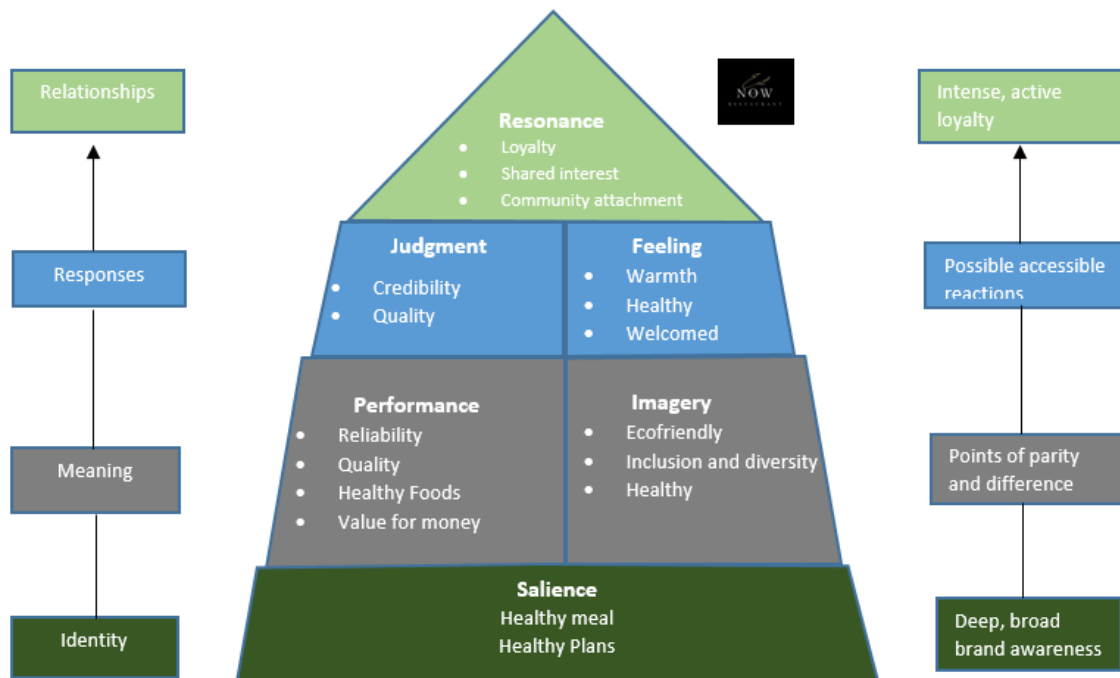


Fig 4 Eat Now's Customer-Based Brand Equity Model (Keller and Swaminathan, 2020)

Fig 5. Eat Now's Buyer Persona 1

Name: John Smith



Age: 36 **Status:** Married **Location:** London

Approximate income (annual): £29,567

Industry: Banking **Position:** Accountant

Information sources

Google, Twitter, BBC UK Website, Instagram, Forbes, AccountingWEB

Problems and pain points

- Insufficient time to prepare both breakfast and lunch during work days
 - Not being able to afford expensive meals twice a day for 5 working days.
 - No time to cook his favorite Thursday Burritos
-

Goals and needs

- A place to get a quick and easy to eat breakfast while going to work
- A fairly priced breakfast
- A reliable place for a 30 minutes lunch break.

Fig 6. Personas 2

Name: Alexa Samuelson



Age: 22 **Status:** Single **Location:** Leicester

Approximate income (annual): £5,000

Occupation: Medical Student

Information sources

Google, Twitter, BBC UK Website, Instagram

Problems and pain points

- Insufficient time to prepare both breakfast and lunch during busy school week
 - Not being able to afford expensive meals twice a day daily
 - Very little to no time to cook her favorite meals
-

Goals and needs

- A place to get a quick and easy to eat lunch
- A fairly priced and healthy breakfast before class Periods and ward rounds.
- A quiet place to eat, read, brainstorm, and do quick school assignments

Fig 7. Personas 3

The Lincoln couple



Age: 72 and 68 **Status:** Couple **Location:** Washington
Approximate pension: \$28,000
Occupation: Both Retired

Information sources

New York Post, Google, CNN, FOX News

Problems and pain points

- Not strong enough to cook all the time
- Not being able to afford private home chef
- Require special and recommended diet

Goals and needs

- A place to get a quick and easy to eat breakfast
- An affordable meal plan from a trusted restaurant.
- A less stressful way to get their desired meal when required and needed

4.1 Segmentation

Market segmentation separates a market into distinct segments. In a single market segment, there is a group of people who all have a similar categories of needs (Kotler & Keller, 2016). Through Eat Now's customer persona we have identified two audience segments different from one another thus adopting a heterogenous segmentation approach.

Audience Segment (Persona 1): Very busy working class professionals – Millennials [Persona 1]

Audience Segment 2 (Persona 2): Very busy students - Gen Zs [Persona 2]

Audience Segment 3 (Persona 3): Retired couple - [Persona 3]

4.2 Targeting

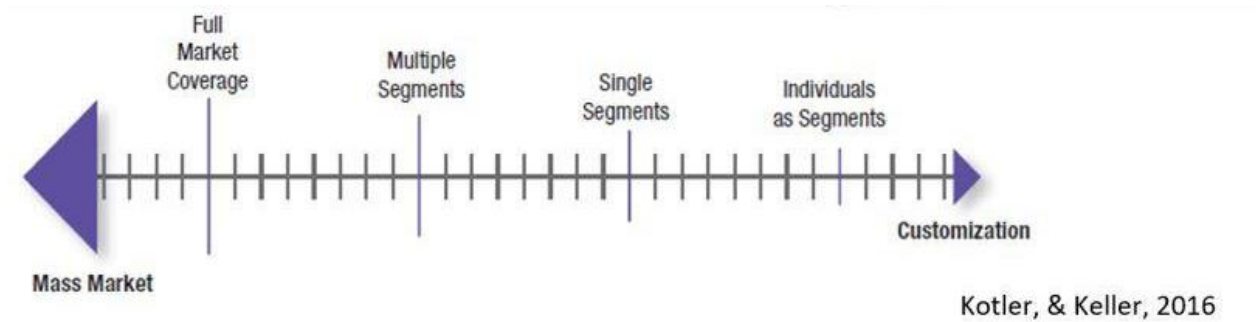


Fig 8 Levels of Segmentation (Kotler, & Keller, 2016)

Eat Now will be adopting a multiple-segment specialization strategy dividing the brand's target audience into two groups, comprising consumers with similar demographics and preferences. This strategy will enable Eat Now to target and reach these audience segments with customized campaigns. These targeted campaigns will focus on how Eat Now's products appeal to the different segments.

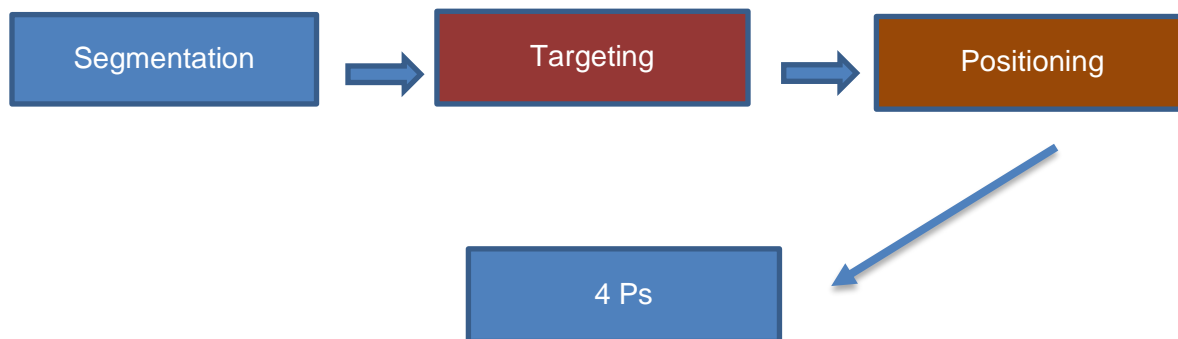


Fig 9 The Segmentation, Targeting and Positioning (STP) Marketing Using the Phillip Kotler Model Framework (Kotler, & Keller, 2016)

Segment A is made up of married people all between the ages 27 and 50 years who are actively working either physically or remotely and are arriving to achieve a better work-life balance and are mostly not interested in expending energy in cooking.

Segment B consists of younger individuals, who also fall between the ages 15 to 26 who want safe, family-friendly meal packages that make it easy and fun to share moments with relatives, and very affordable

Segment C comprises older individuals, especially retirees, who require regular and healthy meals all of the time to stay healthy (who are on specific diets for health purposes).

4.3 Positioning

Brand positioning is the space a brand wishes to occupy in the minds of its customers which must be externally driven and pertinent, differentiating from the competition, and valued (Davis, 2000). Eat Now will be on the same level with other brands in the industry at all levels while also having a clearly marked and established unique features that customers will positively evaluate and associate with only Eat Now.

Eat Now's Value Proposition:

- Eat Now offers meals that are vetted and assessed by professional nutritionists and other medical experts who will be staff of the restaurant.
- Meal plans with excellent delivery services at customer's chosen time
- Free nutritional consultations for the elderly hosted at the restaurant

These will help Eat Now stand out from competitors and create a distinct appeal in the minds of the brand's target segments.

5.1 Marketing Mix

A marketing mix contains the four elements of marketing which are product, price, place, and promotion (HubSpot, 2021). Eat Now will employ a 4-Ps marketing mix first proposed by E. Jerome McCarthy. Below is the marketing mix to reach Eat Now's identified segments economically and efficiently.

Marketing mix- 4P's



Fig 10. Marketing Mix

6.0 Sustainability

Sustainability is the intentional and purposeful use of methods that have a good impact while not harming people, the ecosystem, or business interests (Wandiga, 2013). Brand co-founding is the process of developing processes, products, and operations in partnership with consumers, leaders, staff, and other firm users (Ramaswamy & Gouillart, 2010). Businesses, as noted by Iglesias and Ind (2016), must acknowledge their responsibilities to all audiences and community as a whole as well as the needs of their shareholders. According to statistics by Think with Google (2020), buyers reported that sustainability held more importance to them than price and quality in 55% of the cases examined. Additionally, almost one-third of customers reported they stopped buying specific brands or goods due to ethical or sustainability-related issues (Deloitte, 2021). For this reason, Eat Now has placed sustainability at the very heart of its identity, image, and existence. Eat Now has dedicated itself to reducing emission of carbon by 2030 by recycle any waste products that it can, while limiting trash waste; Using reusable plates and silverware and avoid using disposable items like paper plates and plastic ware. Furthermore, Eat Now has also included responsibility as a core sustainability principle.

8.0 Conclusion

Eat Now has placed sustainability at the center of life of the brand, and this goes beyond just being a tactic, but to answer the question of “why” for the brand. Eat Now will build emotional value through ecofriendly branding and environment where customers experience sense of welfare and safety. The functional value of the brand will also be expressed by offering family friendly and professional customer services, as well as quality and nourishing meals for all class of customers.

In this project, I have developed a resilient and robust brand image and brand identity for Eat Now. Additionally, using the Keller and Swaminathan's brand equity model, I have developed a brand equity that focuses on the consumers. The brand has also identified three distinct market segments to target with clearly defined marketing mix elements. Finally, while Eat Now plans to provide robust and more healthy competition into the restaurant industry market, the people are the main focus of the brand, making it all possible to get food to eat without breaking the bank and without breaking a sweat.

Reference

Beverland, M. (2021). *Brand management: Co-creating meaningful brands* (2nd ed). London: SAGE Publications.

Chernatony, D. L. (2010). *From Brand Vision to Brand Evaluation, Third Edition: The strategic process of growing and strengthening brands* (3rd ed.). Taylor & Francis.

Davis, S. M. (2000), *Brand Asset Management. Driving Profitable Growth Through Your Brands*, Jossey-Bass Inc, San Francisco.

Iglesias, O. and Ind, N. (2016) ‘*How to be a brand with a conscience*’, in Ind, N. and Horlings, S. (eds) *Brands with a conscience*. London: Kogan Page, pp. 203–211.

Industry Statistics- United Kingdom (2022). Full-Service Restaurants in the UK- Market Size 2010-2028. Available at <https://www.ibisworld.com/united-kingdom/market-size/full-service-restaurants/>

Jean-Noel Kapferer, V. (2012). *The New Strategic Brand Management (5th ed)*. Kogan Page. p.174

Josh Prigge (2017). Time to Fire up restaurant sustainability- Here's How. Available at www.environmentalleader.com

Kapferer, J.N. (2004). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. London: Kogan Page.

Kapferer, Jean-Noel (1992). *Strategic Brand Management*, London:Kogan Page.

Keller, K. L. & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity (5th ed)*. Harlow: Pearson Education Limited.

Keller, K. L. (1993). *Conceptualizing, measuring, and managing customer-based brand equity*. Journal of marketing, 57(1), 1-22.

Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson

Kotter, J. (2007). *Leading Change (Unabridged ed.)*. MacMillan Audio.

Mats Urde (1999). *Brand Orientation: A Mindset for Building Brands into Strategic Resources*, Journal of Marketing Management, 15:1-3, 117-133, DOI:10.1362/026725799784870504

Mitchell, K., PhD, Silverstein, A. E., & Sandoz, A. (2021, October 29). *Purpose—A beacon for growth*. Deloitte Insights. <https://www2.deloitte.com/uk/en/insights/topics/marketing-and-sales-operations/global-marketing-trends/2022/brand-purpose-as-a-competitive-advantage.html>

Ramaswamy, V., & Guillard, F. (2010). *Building the co-creative enterprise*. Harvard Business Review, October, 1–9.

Riserbato, R. (2021, June 2). *What Are the 4 Ps of Marketing? The Marketing Mix Explained [Example]*. HubSpot. <https://blog.hubspot.com/marketing/4-ps-of-marketing>

Singh, M. (2012). *Marketing Mix of 4P'S for Competitive Advantage*. IOSR Journal of Business and Management (IOSRJBM). Volume 3, Issue 6

Sustainability & Consumer Behaviour 2021. (2021). Deloitte. <https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html> (accessed 21 April 2022).

Wandiga, C. (2013). *“Defining Sustainability: A Process and Strategy Focus”*, <https://sustainablebrands.com/read/marketing-and-comms/defining-sustainability-a-process-and-strategy-focus> (accessed 20 April 2022).