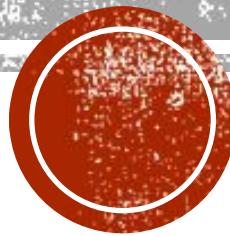


brainfood
Fuel your noggin.

GROUP MEMBERS:

- Ying Huang
- Javier Hernandez
- Nav Kaur
- KunKun Yin
- Ariana Balch



AGENDA



Client and Product Idea



Current Marketing Situation



Target Market



Marketing Strategy

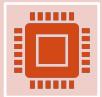


Questions

STATEMENT OF THE OBJECTIVES



Our client: Remote Workers (B to B to C) and Large Corporations (B to B)



Marketing Goal: We market our made to order, fresh, delivered food to remote workers.



Brainfood Expected Outcome: Revenue growth



Consumer Expected Outcome: Fresh Made to Order Meals. No need to cook or use valuable time in the kitchen



CURRENT MARKETING SITUATION: MARKET DESCRIPTION

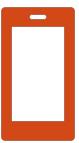
Large Cities

Silicon Valley

Urban Areas



DISTRIBUTION REVIEW



Based on a mobile app



Registration of users is divided into corporate groups and individuals



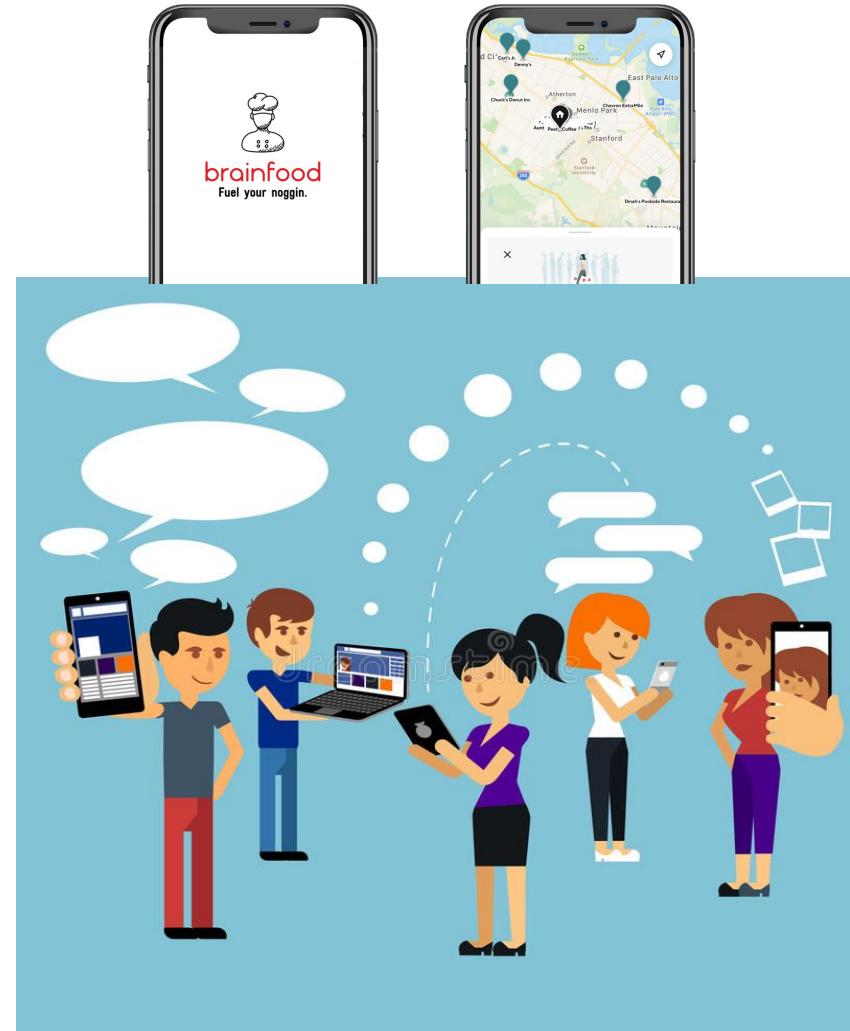
Big data and AI analysis



Not just about ordering, it's a social community



We care about our customers' experience



CONT...

- B to B (to C):
 - Mainly serve for large companies in the Bay Area
 - Start the service by signing a contract with the company.
- B to C:
 - Accept individual orders, different from the food delivery companies that currently exist
 - Food preparation and food delivery
 - Guarantee fresh and healthy recipes

To C



To B



TARGET MARKET



Brainfood's Target Market is big corporations that offer work from home option to their employees, also individuals who are tired of cooking and unhealthy delivery and want fresh-cooked meals.

Our target market is concentrated in the San Francisco Bay area and Seattle, where big corporations and their employees are.

Top Groups / Types			Similarity Score	Population %	Cumulative Pop %
Mosaic USA Core	Power Elite	A	41.9	7.988159	7.988159
Mosaic USA Core	Flourishing Families	B	21.8	5.407496	13.395655
Mosaic USA Core	Booming with Confidence	C	20.2	8.627564	22.023219
Mosaic USA Core	Young City Solos	G	12.3	2.451781	24.475
Mosaic USA Core	Significant Singles	K	11.8	3.751823	28.226823



Top 5 target groups:

- **Power elite**
- **Flourishing families**
- Booming with Confidence
- Young City Solos
- Significant singles

Our 1st and 2nd target groups



3rd, 4th, and 5th Target Groups

C Booming with Confidence
Prosperous, established couples in their peak earning years living in suburban homes



Who we are	Channel preference
Head of household age 51–65 207 56.8%	TV: 42, Email: 150, Video: 4
Household income \$100,000–\$124,999 205 17.9%	Text: 49, Social: 218, Like: 186
Home ownership Homeowner 143 91.4%	Technology adoption: Apprentices
Age of children 0–3 74 5.8%	

Key features

- Highly educated
- Affluent
- Upscale housing
- Savvy investors
- Tech apprentices
- Environmental philanthropists



G Young City Solos
Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas



Who we are	Channel preference
Head of household age 25–30 305 35.3%	TV: 161, Email: 49, Video: 125
Household income \$75,000–\$99,999 133 18.2%	Text: 296, Social: 198, Like: 40
Home ownership Renter 187 43.3%	Technology adoption: Apprentices
Age of children 13–18 25 3.1%	

Key features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Career-driven
- Liberal



K Significant Singles
Diversely aged singles earning mid-scale incomes supporting active city styles of living



Who we are	Channel preference
Head of household age 51–65 109 29.7%	TV: 131, Email: 92, Video: 100
Household income \$35,000–\$49,999 120 15.6%	Text: 162, Social: 103, Like: 55
Home ownership Renter 266 61.5%	Technology adoption: Apprentices
Age of children 13–18 62 7.7%	

Key features

- Renters
- Multi-family properties
- Quality matters
- Small households
- Financially risk averse
- Cultural interests







COMPETITION REVIEW

Freshly

HelloFresh

Blue Apron

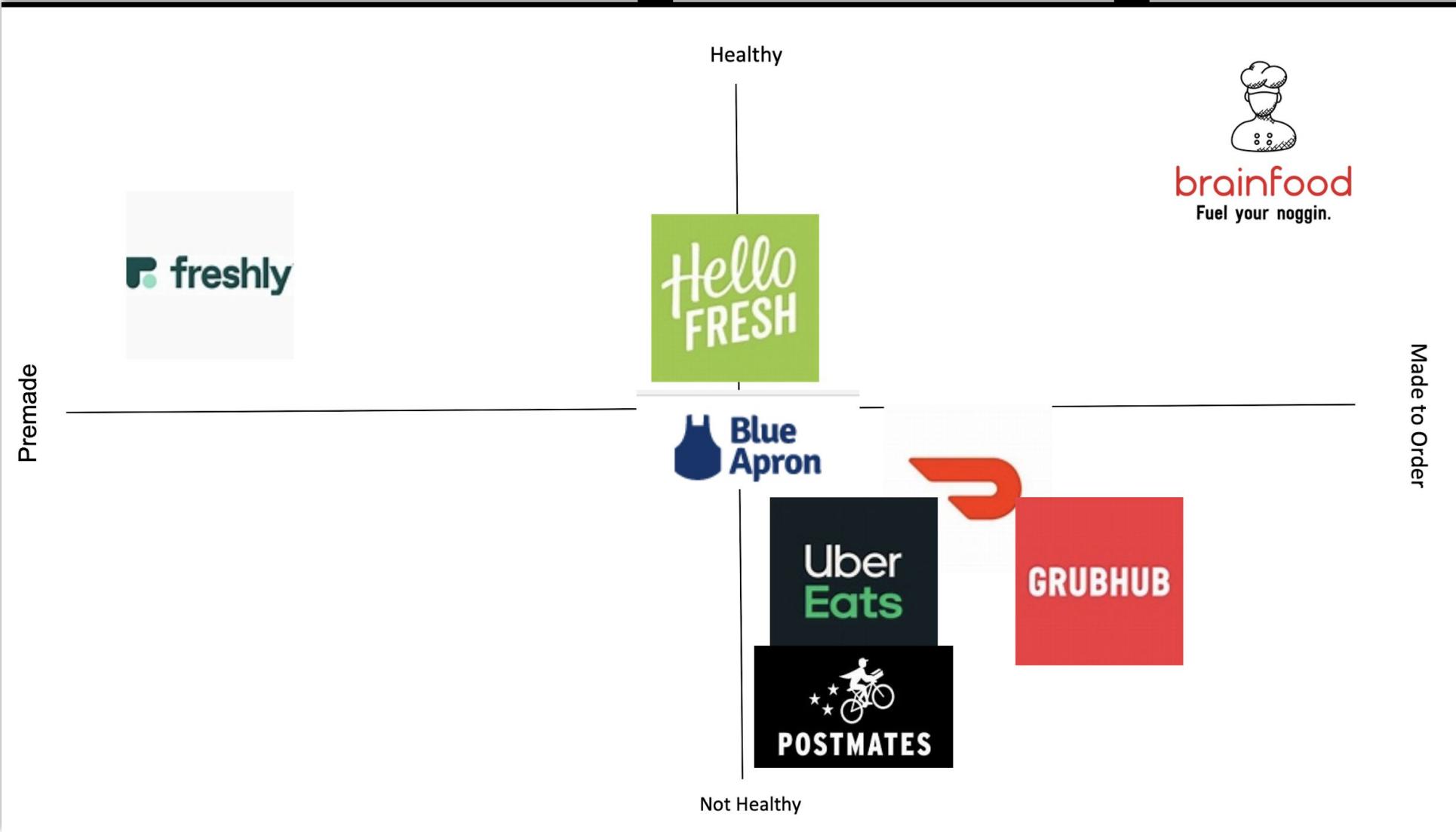
UberEATS

Postmates

DoorDash

GrubHub

Perceptual Map





POSITIONING STATEMENT:

To the remote workforce our brainfood **is** healthy food **that** fits your lifestyle and adapts to your needs.

Slogan :

Fuel your noggin.



brainfood
Fuel your noggin.



POP VS. POD

Points of Parity

- Subscription Based
- Delivery
- Online Based

Points of Difference

- Healthy
- Fresh made to order
- Daily delivery
- On-time delivery
- Providing food for remote workers who were used to a cafeteria
- Prep food to different lifestyles



PRICING STRATEGY

Sell company credits and employee can use credits to

Combo price \$50 for all three meals/\$35 for two meals

Individual meals \$25/meal



MARKETING COMMUNICATIONS STRATEGY

Online
advertising

Offline
advertising

Public
Relations &
Direct Marketing

Event
Sponsorship

Sales
promotion



Sales Promotion

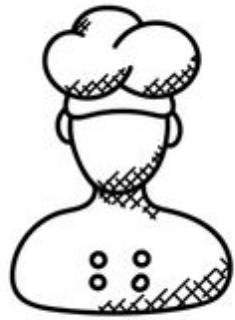
- Limit-time sales deals
- Reward system
- Combo discount



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- <https://www.statista.com/statistics/1080860/market-share-us-food-delivery-companies/>





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