

guru



# CREATIVE CHALLENGE 2022



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# SETTING THE STAGE

Even with society getting more familiar with the acceptance of every person, a significant number of people still face social exclusion. Stereotypes become a considerable obstacle to overcome when it comes to social integration. Many studies declare the workplace as the primary mechanism of social (re)integration in our modern world. This mainly affects people with adverse backgrounds, e.g., who have had drug or alcohol addictions or have been imprisoned.

Compared to Europe, Lithuania can be seen as very strict with its laws (especially towards drug abusers), as the number of prisoners here is among the highest. As the European Committee for the Prevention of Torture and Inhuman or Degrading Treatment or Punishment have claimed in their 2018 Moldavia report, imprisonment institutions have their inner subculture, which prohibits an imprisoned person to willingly participating in any social integration programs as it is treated as cooperation with prison staff. This model applies to Lithuanian imprisonment institutions and is the main factor driving further social exclusion.

Social exclusion affects not only people with imprisonment backgrounds but also people with a history of addictions. This vulnerable group's main obstacle is the inability to change their environment after the rehabilitation programs. Since often in modern society the notion of a person with negative background is still associated with non-ethical, unreliable people, the negative attitude towards them creates barriers to inclusion in local economies.

# HISTORY & INTRODUCTION TO

Lithuanian social business "Mano Guru", on which this year's Creative Challenge is based, revolves around the issue of social integration of people with imprisonment or addiction backgrounds.

This business unofficially is the first social enterprise in Lithuania. Why unofficially? In 2004, when the company was founded, there was no such law declaring what a social enterprise is. As a representative of the business claims, the idea of such a social enterprise came from visiting a similar-working cafe in Prague. The only difference – the mentioned café had its primary focus on disabled people.

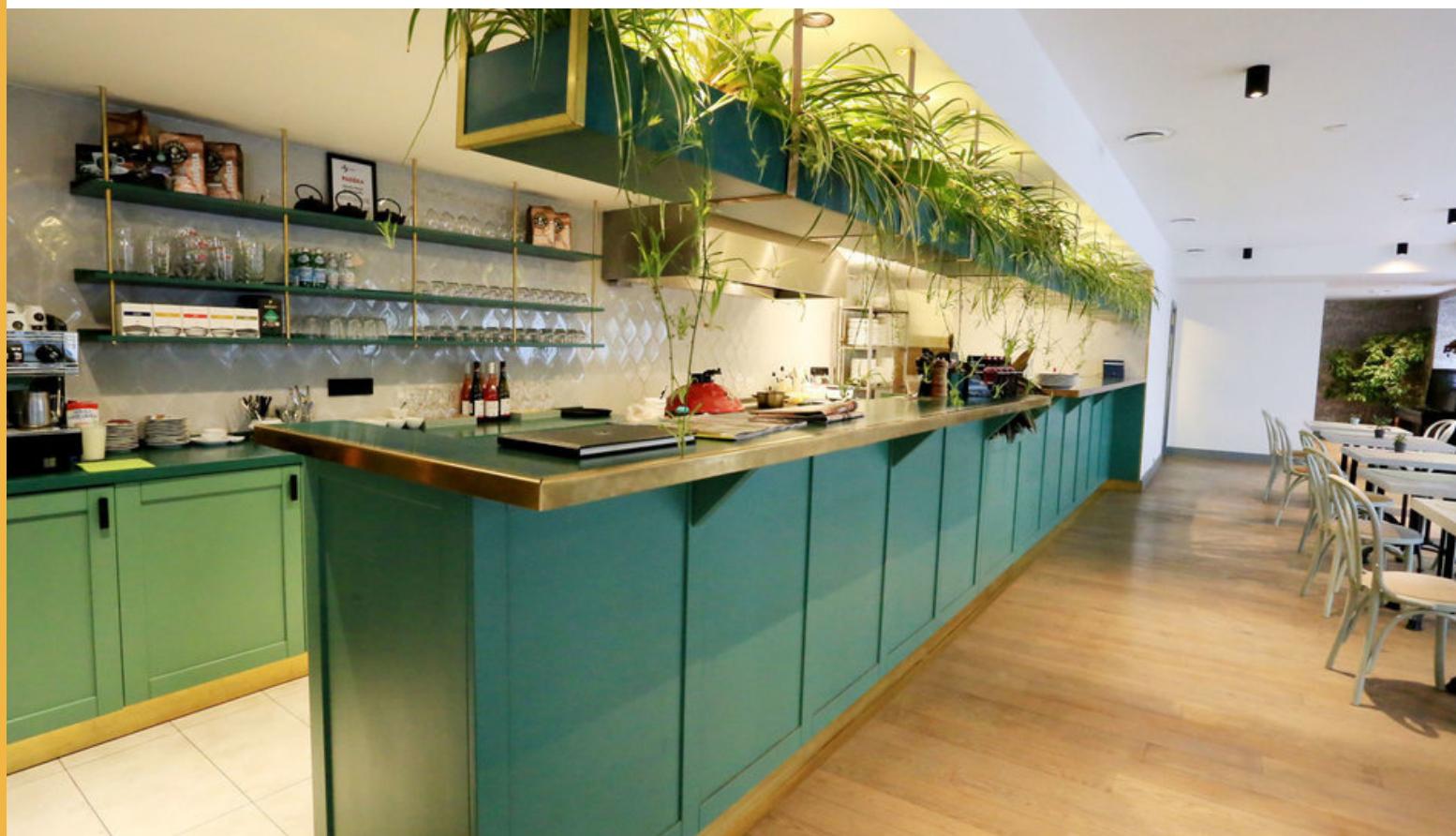
From the very start, "Mano Guru" aimed to create a new environment for people coming from troubled backgrounds. People after rehabilitation programs (such as „Minnesota) can apply for a job position at „Mano Guru“ either as a barman or waiter. By getting the position, they automatically enrol in a 6-month-long social integration program developed by „Mano Guru“.

To this day, to create a safe new start for people after rehabilitation they are providing:

- Work experience as a barmen or waiter
- Wage after the basics course
- Free accommodation for the program duration (6 months)
- Constant psychologist and social worker consultations
- Help with bailiffs
- Help to find jobs after the program, if needed.

"Minnesota" program is a 28-day-long psychological and social rehabilitation program providing rehabilitation for drug, alcohol, gambling, and internet addictions. In Lithuania, only people who have not been using addicts for at least three weeks can enrol in this program.

The salad bar is the main source of self-earned income for this enterprise (they also participate in various projects for financing - examples of them are listed in the section "Projects"). Before the first wave of Covid-19, the weekly food deliveries and preparation banquets and buffets produced significant income streams. However, both activities were stopped during the quarantine and haven't been recovered since. Not long ago, the food truck was bought, yet no strategy of disposal was created. The idea was to have one place where the food truck would stand or use it for coming to various events. It has already been invited to a few events, but the enterprise is still discussing how to save the identity and the name and bring awareness of the social problem they are focused on when using the food truck.



# MISSION

The main "Mano Guru" mission is to promote social integration of people with addiction or imprisonment backgrounds, create a new workplace and environment for them as well as encourage highly motivated people to work on self-growth and improvement.

The business-driven mission is to increase the number of sales in all of the areas (the salad bar, food truck, banquets, weekly food delivery, etc.)



# PRODUCTS



"Mano Guru" is a salad bar. Here you can get various salads for meat lovers, vegetarians, and vegans. Furthermore, not so long ago, they employed a war refugee from Ukraine, who had to abandon her bakery in Ukraine due to the Russian invasion. As a result, they have now started selling confectionery. Necessary to mention - this bar does not provide alcoholic beverages.

The enterprise also provides buffet and banquet preparation services, weekly food delivery to various (socially responsible, sustainable) businesses, and a food truck for events or everyday use.



## ADDITIONAL SERVICES

In addition to their main four service areas, "Mano Guru" is also working on bringing awareness to the social integration problem in Lithuania. It is achieved by preparing and giving lectures and having discussions and workshops in various imprisonment and rehabilitation institutions.



# AUDIENCE

## The salad bar:

- Families with kids
- Office workers coming for lunch

## Weekly food delivery:

- Socially responsible and sustainable businesses that are ordering lunch for their workers

## Events:

- Organizations with ongoing events (e.g., embassies, the union of writers, etc.)

## Food truck:

- Not discovered yet.

It is seen by the team of "Mano Guru" that the business is losing popularity. A few years ago there were plenty of customers, it was usual to fill up two sitting areas, while now only a few tables are usually used. Representative of the business highlights that after Covid - 19 quarantines, many office workers continued working from home; therefore, the demand for lunch has severely decreased, resulting in many lost customers.

# FUTURE DEVELOPMENTS

As the representative of this social business Rasa claims the year's project must be the website development for this business. Since they only have two communication channels (more information can be found in the section "Communication channels"), having a website with all the necessary information is fundamental.

# WORKFORCE

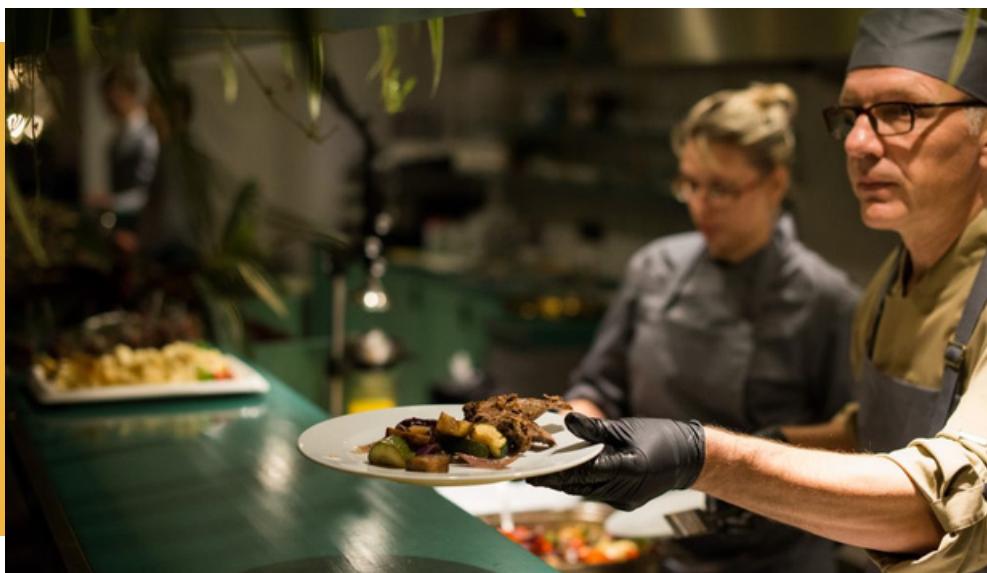
The main workforce (barmen and waiters) are people after rehabilitation programs. See the list of "Mano Guru" work positions:

- Waiters (two employed, searching for three additional)
- Cooks (three employed, searching for one additional)
- Barista (searching for one)
- Dish washer (one employed, searching for one additional)
- Social workers (three employed)
- Psychologist (one employed)
- Administrator (one employed)
- Manager (looking for one)
- Chef/production manager (one employed)
- Project manager (one employed)

**In total: 14 employees.**

The most significant rotation is seen among the waiters, yet also in the long run company faces many problems in finding a constant and experienced chef.

Also, "Mano Guru" employs war refugees from Ukraine. They even develop and provide new products – confectionary- to provide more work positions.



# PROJECTS

"Mano Guru" collaborates with many projects organized in Lithuania and worldwide. Here you can find the examples of the projects the social business participated in list:

- Zero Waste Cuisine for a Sustainable Future, project no. 2019-1-LT01-KA202-060617
- Promoting and Tracking Environmental Sustainability in VET (EnviroVET), project no. 2021-1-PL01-KA220-VET-000028039
- New entrepreneurs in Europe for a Better life in the future, project no. 2019-3-BG01-KA205-077850
- "Sport, Leisure, and Emotional Intelligence - A Model for Differences in the Society", project no. 2017-2-BG01-KA205-036586
- ART and SOCIAL CHANGE: a path to recovery, project no. 2016-1-LT01-KA202-023234
- JUMP TO EUROPE, project no. 2017-1-ES01-KA102-035615
- Cooking for freedom, project no. 2016-1-IT02-KA204-024290
- QUALITY-W 2016, project no. 2016-1-IT01-KA102-005001

As well, this social enterprise not only participates in projects but also initiates them. Here is the list with the example projects organized by "Mano Guru":

## **Financed projects (in the last four years):**

- "Įveik save su Mano Guru "2018-2022, Nr.08.3.1-ESFA-K-413-01-0026 (financed by ESF) ("Overcome yourself with Mano Guru ")
- Vilniaus m. savivaldybės 2022 metų užimtumo didinimo programas įgyvendinimo ir finansavimo sutartis (Contract for the implementation and financing of the employment enhancement program of Vilnius municipality, 2022)
- "Integracijos į darbo rinką Guru" (Vilniaus miesto savivaldybės finansavimas) ("Guru of integration to labor market", financed by Vilnius municipality)

## **Other projects:**

- "Mano Guru Socialinis šefo iššūkis" ("Mano Guru Social Chef Challenge"), an inside initiative/campaign to invite well-known Lithuanian chefs to cook in the food truck for one day
- Projektas „Krikščioniškos erdvės kūrimas“ (dalinai finansuojama Lietuvių Katalikų Religinė Šalpa) ("Creating a Christian environment" project partially financed by Lithuanian Catholic Religious Aid)
- GO Vilnius (Vilnius 700) – Skaniausios Vilniaus istorijos (we participated in this project when preparing historical Vilnius dishes in the food truck)

## **AWARDS**

In 2009 and 2010, the salad bar was recognized as the most hospitable café in Vilnius.

Within the Regional innovative projects awards, "Mano guru" was nominated as one of the six best social integration projects in Europe (RegioStars 2010).

"Mano Guru" won 2nd place in the responsible and integrative entrepreneurship category of the European entrepreneurship awards "Award for achievements in promoting entrepreneurship" "2011".

In the "Europos burės 2013" (European sails 2013) contest, the project won in the category "Už atvertus kelius" (For the open roads).

Diploma of appreciation from the mayor of Vilnius for participating in the action for seniors "Let's meet for a cup of coffee" (2019).

The business also won European Citizen's Prize 2021.

# PARTNERSHIPS

- Private Limited Company "Kietaviškių gausa"
- Training centre "Žirmūnai"
- Vilnius University of Applied Science
- Tour operator "Gatvės gyvos"
- Radio Station XFM
- Lithuanian Chamber of Bailiffs
- Public corporation "ALFA CENTRAS "
- Lithuanian Probation Service
- Republican Centre for Addictive Diseases
- Vilnius Employment Service
- Kaunas Interrogation Isolator
- Vilnius penitentiary
- University of Mykolas Riomeris
- GO Vilnius
- Rehabilitation communities throughout Lithuania

"Mano Guru" are members of the National Network of Poverty Alleviation Organizations and the Lithuanian Social Business Association.

# GIVING BACK

Since its establishment in 2004, the salad bar "Mano Guru" has helped over 800 people escape their troubled environments and start an independent, addiction-free lifestyle.

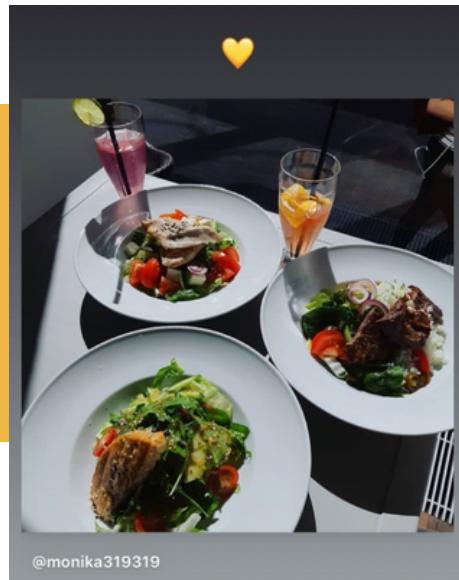
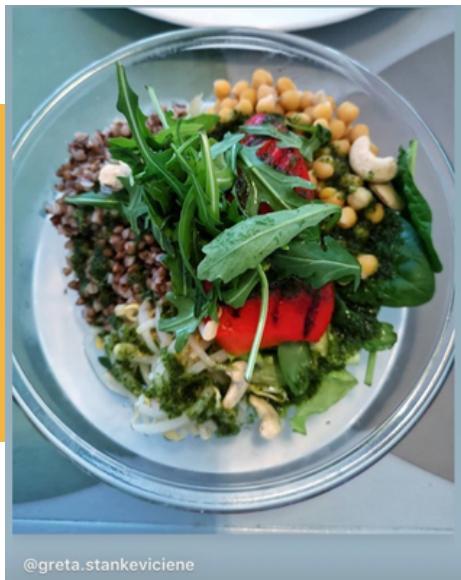
# COMMUNICATION CHANNELS

Keeping in mind that "Mano Guru" has existed since 2004, they have only a few communication channels. They do not have any communication campaigns or staff working specifically with communication or marketing. Currently, all the work is done by one of the participants of "Mano Guru" social integration program.

**Yet, "Mano Guru" uses the following communication channels to achieve the goals of the company:**

- **Facebook** (9500 likes, only Lithuanian language)
- **Instagram** (585 followers, only Lithuanian language)

The only potential channel the representatives see of the business is the website they plan to develop next year. Apart from that, they believe that there are enough communication channels.



# EFFECTIVENESS OF COMMUNICATION

So far, the effectiveness of communication is low. Even considering that currently, more attention is put on better representation in social networks such as Facebook and Instagram, the social enterprise is losing clients. Representatives of the "Mano Guru" claim that if communication effectiveness had to be rated from one to ten, it would be rated as four or five.

**The main problem for ineffectiveness seems to be a lack of human resources dedicated to it.** Given current limitations, the initiative requires original ideas and an unconventional yet consistent approach to present a social problem they are tackling in a positive, bright, and fun way - this would attract a broader public eye.

According to the representatives of the business, the main messages they are trying to spread through their communication channels are:

- "Mano Guru – More than food"
- "By eating here, you help others"
- "Mano Guru – a Guru for all of us"

However, they highlight that often it is failed to communicate these messages and posts about their current deals and offers are delivered instead.

# YOUR TASK

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A social business, "Mano Guru" needs your help developing their communication campaign! However, this time, instead of employing traditional, big-budget-requiring strategies, you will have to use your creativity and knowledge to make people aware of this social initiative.

Your task: provide a marketing strategy for the successful adaptation of a food truck for "Mano Guru" and develop an unconventional and low-cost communication campaign for "Mano Guru ". It should emphasize the social problem the company is dealing with, persuade people to get involved in its activities and raise awareness of the brand.

Imagine that you are representing a marketing consulting company, and you are asked to prepare a unique communication campaign. Your goal is to convince the CEO of "Mano Guru" that your communication campaign is exactly what the company needs.

**The solution has to be submitted in 2 parts:**

1. Communication Brief for your campaign idea;
2. Idea Presentation of the campaign in a **3-min** pitch style video with subtitles or a script.



# **GENERAL TERMS USED IN THE TASK**

**Low-cost** – cheap, executed with a small budget.

**Unconventional** – different from what is usual or from the way most people do things.

**Communication campaign** – a campaign that uses media, messaging, and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time.

**Communication brief** – a short, written document used by project managers and creative professionals to guide the development of creative materials to be used in communication campaigns.

## **PART I**

# **COMMUNICATION BRIEF\***

### **EXAMPLE OF THE COMMUNICATION BRIEF**

\*The following Communication Brief is only an example. The template of **your Communication Brief is provided separately** in PowerPoint file.

#### **1. What is the main social problem that "Mano Guru" deals with?**

Xxx

## 2. What main difficulties could "Mano Guru" face while implementing your campaign?

Xxx

Xxx

## 3. Make a SWOT Analysis for launching the food truck.

Xxx

Xxx

### GOAL:

## 4. What is the goal of your communication campaign?

Xxx

Xxx

### TARGET AUDIENCE:

## 5. Who is your target audience?

Xxx

Xxx

### TONE:

## 6. What emotions would you like to appeal to, and how would you achieve it?

Xxx

Xxx

### FOCUS:

## 7. What is the most compelling reason for your audience to get involved?

Xxx

Xxx

## 8. What is the main message of your communication campaign?

Xxx  
xx

## 9. How to emphasize the social problem the initiative is dealing with?

Xxx  
xx

# PART II

# IDEA PRESENTATION & IMPLEMENTATION

## IDEA PRESENTATION

Develop a marketing strategy for launching the food truck and an unconventional campaign for "**Mano Guru**". It should emphasize the **social problem** the business is dealing with, persuade people to **get involved** in its activities and raise **brand awareness**. As this initiative generates revenue from selling its products and services, the campaign should also **persuade** people **to buy** its products and services.

Your idea should be consistent with your analysis and reflect the Communication Brief developed previously.

The presentation of your communication campaign should take **up to 3 minutes**. You are expected to deliver and record a **pitch-style** presentation. We are looking forward to seeing your best presentation skills!

## You can get your inspiration from:

- Guerrilla marketing;
- Cause marketing;
- Digital marketing;
- Social media marketing;
- Event marketing;
- Viral marketing;
- Other marketing strategies.

## WHAT DO WE LOOK FOR IN YOUR IDEA?

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- What is your **core idea**?
- What makes your idea **unconventional**?
- How does your idea emphasize the **social problem**?
- How does your communication campaign increase "Mano Guru" **brand awareness** and **loyalty** to the brand both in the short and long run?
- How does your idea encourage the target audience **to buy** "Mano Guru" products and **get involved** in its activities?
- Why did you choose a particular **marketing strategy** or strategies?

\* *Guideline questions should not be perceived as rules. They should provide you with general knowledge about what we expect from your presentation of the communication campaign.*



**Note:**

*The presentation of your communication campaign should take up to 3 minutes. You are expected to deliver and record a pitch-style presentation. We are looking forward to seeing your best presentation skills!*

# STEP BY STEP IMPLEMENTATION

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Develop a consistent **Step by Step** implementation plan. Your ideas should align with your Communication Campaign Brief, and the campaign itself prepared previously.

## WHAT DO WE LOOK FOR IN YOUR IMPLEMENTATION PLAN?

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- What steps will you take in order to implement your idea?
- What place and time will you choose for your advertisements?
- What communication channels\* will you use?
- What outcome do you expect from your advertisement?

*\*Guideline questions should not be perceived as rules.*

*\*\*When choosing your communication channels and ways of sending your message to the audience, bear in mind that it is a low-budget campaign.*

### Attention!

Keep in mind that **this is a creative challenge**. Think of creative ways to present your campaign and implementation plan. Make a long-lasting impression!

# **VIDEO**

## **3-MINUTE PITCH STYLE PRESENTATION VIDEO**

**Video must be uploaded to:**



**[www.youtube.com](https://www.youtube.com) or [www.vimeo.com](https://www.vimeo.com)**

**Link to the video must be provided in the submission letter.**



# EVALUATION, TERMS & REGULATIONS

## EVALUATION

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Evaluation will be appointed according to the following terms:

Communication brief (30% of evaluation)	Video (70% of evaluation)	
	Step by Step implementation (40% of the evaluation)	Idea Presentation (30% of the evaluation)
Foresight (10%) - how well did you interpret the given information about the social initiative?	Consistency (15%)	Originality of the idea presentation (20%)
Validity of your campaign idea (10%)	Potential success (5%)	Clearness of the message (10%)
Creativity (10%)	Effectiveness of the idea presentation (20%)	

### Creative Challenge

40% of the preliminary round score

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30%

Communication Brief

40%

Step by Step Implementation

30%

Idea

● Foresight

● Validity of the idea

● Creativity

● Consistency

● Potential success

● Effectiveness

● Originality

● Clearness of the message

Your task will be evaluated by the **Lithuanian Marketing Association (LiMA)**, which brings together the best marketing specialists in Lithuania.



# TERMS AND REGULATIONS

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Your answers in the **Communication Brief** must be written clearly and should meet the following rules:

- **Font:** Times New Roman
- **Font size:** 16
- **Line spacing:** Single at 0

Your answers in the **Communication Brief** must be written only inside of the provided answer boxes. Teams will get **penalty points** if they add additional slides.

**Communication Brief** must be provided in .pdf format, and the file must be named after the team (i.e. [Team Name].pdf)

Your **presentational video** should be no longer than 3 minutes and contain subtitles, or a separate script in .pdf format must be sent to us. Make sure to upload the video to either YouTube or Vimeo.

You can choose how much time to spend on each video part. However, you should make sure to cover the idea presentation and step-by-step implementation within 3 minutes. Teams will get **penalty points** for exceeding the time limit.

If you choose the **script** over subtitles, make sure that the text contains everything that is said in the video. **The script** must be provided in .pdf format, meet the same font and size requirements as for Communication Brief, and be named after the **team\_script** (i.e. [Team Name\_script].pdf). Teams will get **penalty points** if no script or subtitles are provided.

## **DEADLINE:**

Your solution for the Creative Challenge must be sent **by October 16th 23:59** (GMT+03:00, Eastern European Summer Time Zone) to [solutions@creativeshock.lt](mailto:solutions@creativeshock.lt)

**The teams that will send solutions after the deadline will be disqualified from the competition.**

In case you have questions regarding the case, do not contact the business directly - all information is provided in the case. If any doubts occur, please contact us at [info@creativeshock.lt](mailto:info@creativeshock.lt)

### **Case writer**

Joana Steponavičiūtė

**The case could not have been completed without**

Milda Bylaitė



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