

Background Summary:

Ethnic cuisine is growing in popularity and demand in America—44% of people who eat ethnic food prefer it always to be authentic—but due to the modification of ethnic cuisines to fit more ‘American’ tastes throughout history, many are still unaware of their true, authentic flavors and styles. As a result, non-European ethnic cuisines are often viewed as one-dimensional, unsophisticated foods and have drastically lower price thresholds than their European counterparts. Though the “authentic” food of a country is ultimately relative and adaptive, there are flavors, preparation styles, and food patterns unique to traditional foods of specific regions, and they are not currently represented in ethnic cuisines in the US.

Overview:

- Promote authenticity in ethnic cuisines that have, up until this point, been modified and/or altered so that they are no longer prepared traditionally; in doing so, this informs consumers, through exposure, of the authentic foods of a country or a region.
- Combat the notion that non-European ethnic cuisines are always cheap, casual and informal, and solely “takeout” or “street food,” as these comprise the vast majority of ethnic cuisines in the US but are not representative of the numerous and wide-ranging foods belonging to different cultures.

Drivers:

- Specify various ethnic cuisines by the regions of their places of origin in order to educate and expose consumers to the vast variety and multi-dimensionality of authentic cuisines of a country/region.
- Present ethnic foods at a higher price point, introducing the mid–high price range for ethnic foods that is currently missing from the market.

Audience:

- Demographic is millennials who live in cities—thus making them more likely to have cosmopolitan worldviews and be open to eating new foods—who are in their mid–late twenties (post grad), making them more likely to be able to afford higher-priced foods than college-aged people.

Tone:

- Worldly, authentic, traditionally-made, fresh, high quality, robust, flavorful, diverse, varied

Message:

Ethnic foods are so much more than the foods currently being marketed as ethnic in America today—in terms of authenticity, variety, flavor, style, formality, and price point. While there is nothing wrong with the fusion or ethnic-inspired foods that are so prevalent, it’s misleading to label them as authentic, and for the 32% of people who order ethnic cuisine that are willing to shell out more for authentic dishes, the lack of traditional foods is a huge missed opportunity.

Visuals:

- Primarily modern vector images (few photographs) in vibrant colors and contemporary typefaces to attract the young target demographic and convey the feeling of a fresh, new product

Details:

- Steer clear of icons, images, and/or typefaces that have stereotyped, confined, and generalized ethnic foods in the past