

FLAVOR JUNCTION

RESTAURANT

COMMUNICATIONS STRATEGY





ABOUT US

Flavor Junction is more than just a fast food restaurant. It is a meeting point of creativity, culture, and taste. We're passionate about bringing you the most flavorful and satisfying meals, prepared with fresh ingredients.

TAGLINE - WHERE FLAVORS MEET

OUR PHILOSOPHY

We are about more than just food! At Flavor Junction, it's about an experience marked by exceptional flavors, a warm and welcoming ambiance, and culinary mastery.

We are committed to providing our customers with the best possible dining experience.



GOALS

BUSINESS GOALS

Brand
Recognition

Customer
Retention

Expansion

Communication Goals

- Increase brand awareness and visibility
- Drive traffic to the restaurant
- Promote new products and promotions
- Build relationships with customers
- Manage customer feedback

TARGET AUDIENCE

Our target demographic accommodates typically everyone irrespective of income margins, or social status. These include;

- Individuals
- Families
- Organizations

etc.



BRAND PERSONA

Characteristics

- Warm
- Approachable
- Fun
- Exciting



KEY WORDS

Experiences
Culinary adventure

Tasty

Delicious

Satisfying

Flavorful

High Quality

Affordabale

Indulge

Fresh

Memories

Culture



COMMUNICATIONS CHANNELS

- In-store signage and menus
- Website
- Social media (Instagram, TikTok)
- Email marketing
- Public relations
- Advertising (Digital & Traditional)
- Listing on food delivery platforms (Jumia Food, Glovo, Chowdeck, etc)



STRATEGY IMPLEMENTATION

We will implement this strategy by building the brand's online presence via social media, 3rd party listings, PR, and digital advertising.

The next implementation phase will involve customer relationship management, marketing campaigns, and amplification via advertising efforts. The success of this strategy will be measured quarterly, and adjusted accordingly to ensure that our communication efforts bring us closer to the business's goals.





FLAVOR JUNCTION

where flavors meet

