

# WHY WE'RE HERE TODAY

With a **gregarious** energy, **warm** emotion, a little **mischievousness**, and an endearing "Mama's Boy" **authenticity** that imbues both the fare and feel good ambiance, Little Italy is a celebration of food, fine wines, and friends.

Every facet of the brand is steeped in stories, from its namesake Little Italy, New York with its boisterous bustle and rich cultural heritage to Aperol Spritz that originated from the co-founder's hometown of Padua, Italy.

As the business grows, our brand must evolve to foster our cohesive company culture while adapting and staying relevant to our expanding fan base.

With more outlets, team members, activities, and touchpoints, we must streamline both brand management and marketing communications to consistently and efficiently deliver the authentic Little Italy experience to everyone.

# KEY OBJECTIVES

The objectives for the Little Italy Brand Development, 2025 Marketing Plan, & Quarterly Campaign Implementation:

1. **Semiotic and design code & cue analysis:** Identify category and brand-level creative elements, which inform Little Italy's brand identity system.
2. **Current touch point visual audit:** Understand and optimize the role of each touch point and synthesize insights and recommendations for refinement.
3. **Brand identity system concept generation:** Based on the insights and learnings of the previous phases, to create a full Little Italy brand identity system, including:
  - Primary brand mark / logo refinements & alternate versions
  - Color palette
  - Typography
  - Secondary graphics
  - Image and illustration styling
  - Key touch points design concepts (e.g. website, menu, social media templates, delivery packaging, etc.)
4. **2025 marketing plan:** Based on the output of the previous stages, alignment with business growth, and commercial targets to develop the, including:
  - Optimize and refine the brand identity system
  - Develop a social media-first 2025 marketing plan with quarterly campaigns and agreed KPIs
5. **Quarterly campaign implementation:** Launch and manage implementation of quarterly marketing campaigns, including:
  - Revamp current website
  - Create marketing design templates integrated with a digital asset management (DAM) platform and content calendar to optimize brand management and marketing communications
  - Proactively manage the development of all content as per agreed plan and budget
  - Real-time monitoring, monthly reports, and design optimization to ensure KPIs are achieved