

Big Nate's Barbeque Creative Brief

Big Nate's Barbeque offers authentic Memphis style barbeque in a casual and relaxed atmosphere in the SOMA section of San Francisco. The menu includes award winning ribs, brisket, chicken and links as well as southern classics like corn bread and collard greens.

Big Nate's was started in 1990 by Nate Thurmond who played with the San Francisco Warriors in the 60s and in 1996 was named one of the 50 Greatest Players in NBA History. On July 1, 1985 he was entered into the NBA Hall of Fame. The restaurant also serves as a time capsule of his remarkable career by lining the walls with photographs of him and other famous celebrities throughout the years.

Direct competitors include Baby Blues BBQ, Lilly's BBQ and Memphis Minnie's Bar-B-Que. Big Nate's is able to differentiate itself by offering better value, quick delivery and Big Nate's mom's authentic Memphis style barbeque sauce.

Big Nate's target users include Mary and Mario. Mary is a working mother of two. When she gets home after a long day of work, she sometimes opts for convenience so she will call for dinner delivery. She appreciates the large portions while the kids love the food. Curtis is a 26 year old professional that works for a real estate company in the SOMA neighborhood. He likes to stop by on his lunch breaks since the relaxed atmosphere allows him to escape the hectic office. He also enjoys the authentic barbeque that reminds him of growing up in the South.