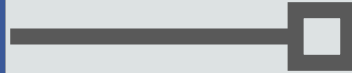


# Food-Connect

←————→  
Create customer connection through strategic branding.



# TEAM TACT



**Connor**  
Problem Intro  
Solution  
Navigation



**Michael**



**Zosia**  
Research  
Data Visualization  
Site Design



**Steven**

# Problem Intro



Our problem space revolves around a new food truck owner who desires a way to stay connected to their growing customer base and engage new customers. Although they aren't up to date on technology, they are willing to use a reward system.

## Key Takeaways:

- Dynamic location
- Lack of Tech knowledge
- Scope: Food truck industry/Mobile food industry

## Scenario:


### Tyler, The Creator

How do artists connect to their audiences while constantly on the go?

How do they Inform fans of upcoming tours?

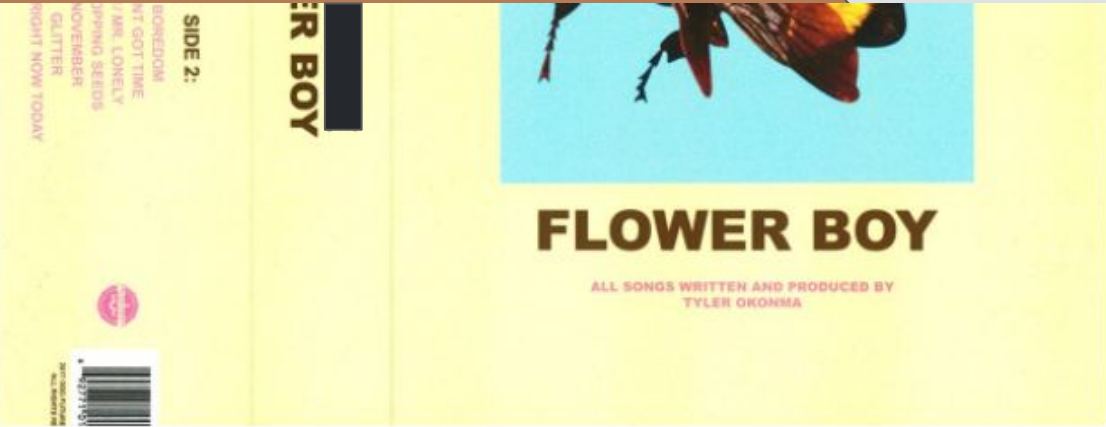
# Scenario: Tyler the Creator

Artists often  
market through  
their social  
media accounts  
or personal  
apps/tour apps.



Tyler the Creator ✓  
@TylertheCreatorOfficial

- Home
- About
- Photos
- Tour Dates**
- Videos
- Events
- Posts
- Community



Like Follow Share ...

**bandsintown** [Track on Bandsintown](#)

<b>MAY 04</b>	<b>Beale Street Music Festival</b> Friday, 7:00PM	Memphis, TN	<a href="#">Tickets</a>	<a href="#">RSVP</a>
<b>MAY 25</b>	<b>Sasquatch Music Festival</b> Friday, 7:00PM	George, WA	<a href="#">Tickets</a>	<a href="#">RSVP</a>
<b>MAY 26</b>	<b>Boston Calling</b> Saturday, 7:00PM	Boston, MA	<a href="#">Tickets</a>	<a href="#">RSVP</a>
<b>MAY 27</b>	<b>Soundset</b> Sunday, 7:00PM	Saint Paul, MN	<a href="#">Tickets</a>	<a href="#">RSVP</a>

# Scenario: Tyler the Creator

Tyler, The Creator Retweeted



**Tyler, The Creator** @tylerthecreator · Mar 29

OKRA:



## Tyler, The Creator - OKRA

a throwaway song, lyrics below: check my bankroll ayo  
400k for vehicle paintjob look like ashy ankles on django  
interior look mango shotgun grape he look lik...

[youtube.com](https://www.youtube.com/watch?v=OKRA)

756 21K 39K

Tyler, The Creator Retweeted



**Tyler, The Creator** @tylerthecreator · Mar 30

NO VIOLENCE



feliciathegoat • Follow



## TYLER THE CREATOR

1/26	VANCOUVER	PNE FORUM
1/27	PORTLAND	MEMORIAL COLISEUM
1/29	SF	THE ARMORY
1/31	SACRAMENTO	MEMORIAL AUDITORIUM
2/2	SAN DIEGO	VALLEY VIEW CASINO CENTER
2/3	TEMPE	MARQUEE THEATRE
2/6	DENVER	1STBANK CENTER
2/7	KANSAS CITY	ARVEST BANK THEATRE
2/8	DALLAS	BOMB FACTORY
2/10	ATLANTA	WORLD CONGRESS CENTER
2/12	MIAMI	JAMES L. KNIGHT CENTER
2/13	ORLANDO	ORLANDO AMPHITHEATRE
2/15	PHILLY	LIACOURAS CENTER
2/17	TORONTO	RICOH COLISEUM
2/18	MONTREAL	MTELUS
2/20	PITTSBURGH	STAGE AE
2/21	ROCHESTER	MAIN STREET ARMORY
2/23	NYC	THE THEATER AT MSG
2/25	DC	THE ANTHEM
2/27	DETROIT	MASONIC TEMPLE THEATRE
3/1	MADISON	ALLIANT ENERGY CENTER
3/2	CHICAGO	ARAGON BALLROOM
3/4	MILWAUKEE	EAGLES BALLROOM

## VINCE STAPLES

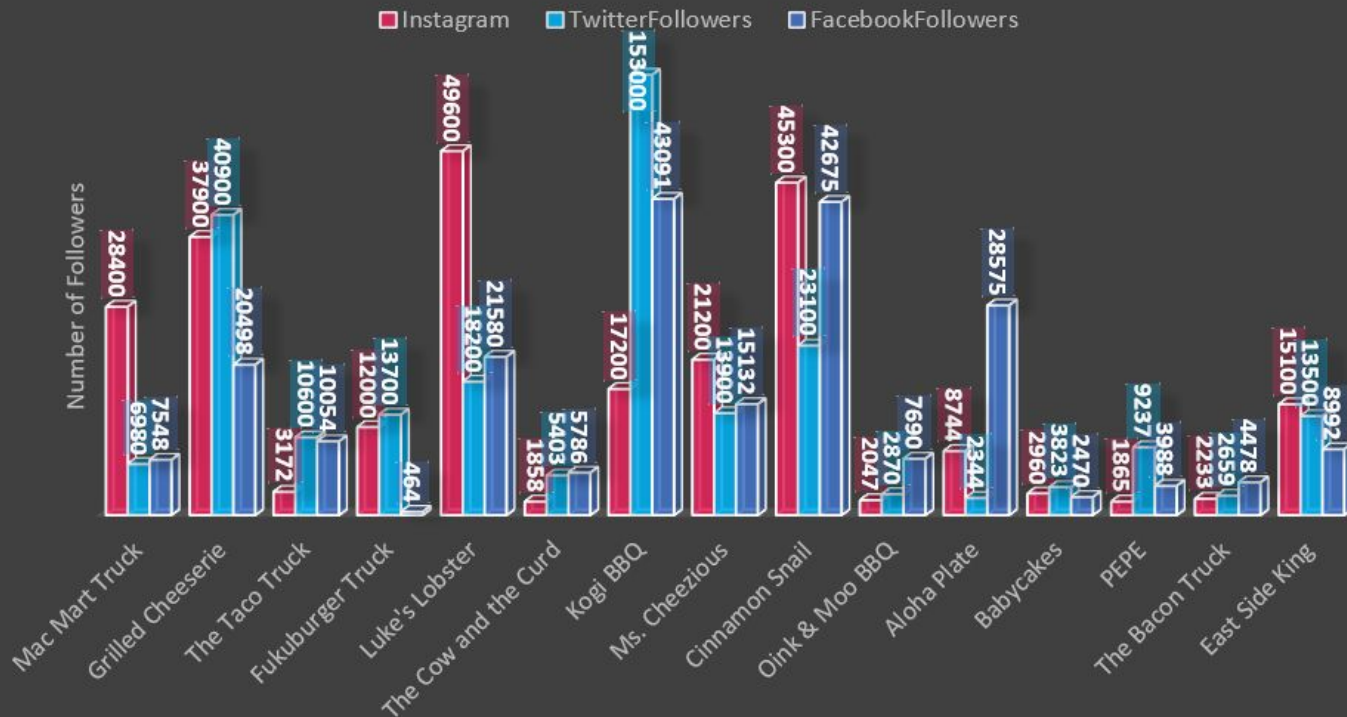
DJ SET BY TACO



289,602 likes



## FOLLOWER VOLUMES BY TRUCK



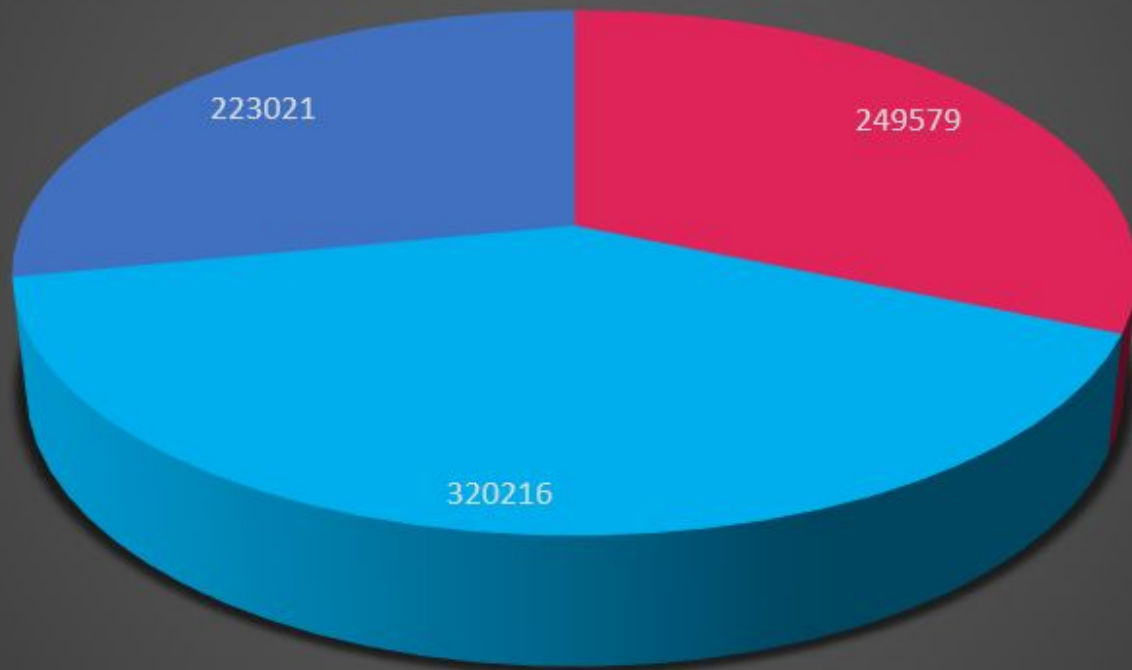
Popular Food Truck Data:

Gathered to determine social media use in successful food trucks.

Data gathered from: Instagram, Facebook, and Twitter

## Number of Followers by Social Media

■ InstagramFollowers   ■ TwitterFollowers   ■ FacebookFollowers



Data gathered from: Instagram, Facebook, and Twitter



## Understanding the connection between Social Media Platforms & Food Trucks

- “Twitter is a big factor in food truck location.” (Florida, 2016)
- Higher density population = more need and effectiveness of social media interactions
- “What platforms are best for my food truck?” (Myrick, 2018)

### Social Media Site Use



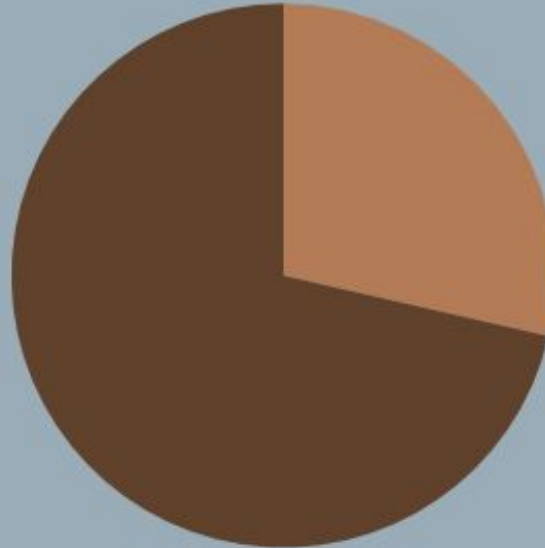
Data gathered from Google form survey

# Food Truck Customer Loyalty Programs:







- Frequency programs-point systems/punch cards
- Creative ways for customers to receive benefits. (Restaurant MBA, 2018)

## Food App Use

● Uses restaurant App   ● Does not use restaurant App



Data gathered from Google form survey

PLATFORM	SIZE	GENDER	AGE	LOCATION	INCOME/EDUCATION	GREAT FOR
	110 MILLION MONTHLY ACTIVE USERS	79% OF USERS ARE FEMALE	MOST COMMON AGE DEMOGRAPHIC: 25 - 34	30% OF ADULTS LIVING IN RURAL AREAS USE PINTEREST	57% OF USERS HAVE FOUR-YEAR COLLEGE DEGREES	RETAIL SALES FASHION, DIY, HOME, BEAUTY, AND FOOD SHOWING PRODUCTS
	300 MILLION ACTIVE USERS	51% OF USERS ARE MALE	55% OF PEOPLE AGES 18 - 29 USE INSTAGRAM	OVER 80% OF USERS LIVE OUTSIDE OF THE UNITED STATES	24% OF USERS ARE COLLEGE GRADS	DEMONSTRATING BRAND CULTURE ENGAGING YOUNG AUDIENCES SHOWING PRODUCTS
	200 MILLION ACTIVE USERS	70% OF USERS ARE FEMALE	7/10 USERS ARE MILLENNIALS	TOP COUNTRIES INCLUDE: IRELAND, SAUDI ARABIA, SWEDEN, INDIA, AND THE U.S.	62% OF USERS EARN LESS THAN \$50k	REACHING YOUNGER AUDIENCES SHOWCASING PRODUCTS AND LIFESTYLE
	450 MILLION USERS	24% OF MALE INTERNET USERS AND 19% OF FEMALE USERS USE LINKEDIN	31% OF USERS ARE BETWEEN THE AGES OF 30 AND 49	TOP COUNTRIES INCLUDE: U.S., INDIA, BRAZIL AND THE U.K.	50% OF COLLEGE GRADUATES USE LINKEDIN	B2B MARKETING RECRUITING NETWORKING
	313 MILLION MONTHLY ACTIVE USERS	22% OF MALES ON THE INTERNET AND 15% OF FEMALES USE TWITTER	37% OF USERS ARE BETWEEN THE AGES OF 18 AND 29	79% OF ACCOUNTS ARE OUTSIDE OF THE U.S.	54% OF USERS HAVE AN INCOME OF \$50K+	THOUGHT LEADERSHIP TRENDING TOPICS NEWS, CULTURE, AND EVENTS
	1.1 BILLION DAILY ACTIVE USERS	66% OF U.S. MALES AND 77% OF U.S. FEMALES USE FACEBOOK	MOST COMMON AGE DEMOGRAPHIC: 25 - 34	84% OF ACTIVE USERS ARE OUTSIDE OF THE U.S.	72% OF ONLINE USERS WITH AN INCOME OF \$75K+ USE FACEBOOK	A VARIETY OF INDUSTRIES AND BUSINESSES B2C MARKETING

# Social Media-Demographic Trends

- Who is using the platform?
- What are platforms best for in terms of marketing?

Image from socialfactor.com using data from Pew Research

# Solution Design

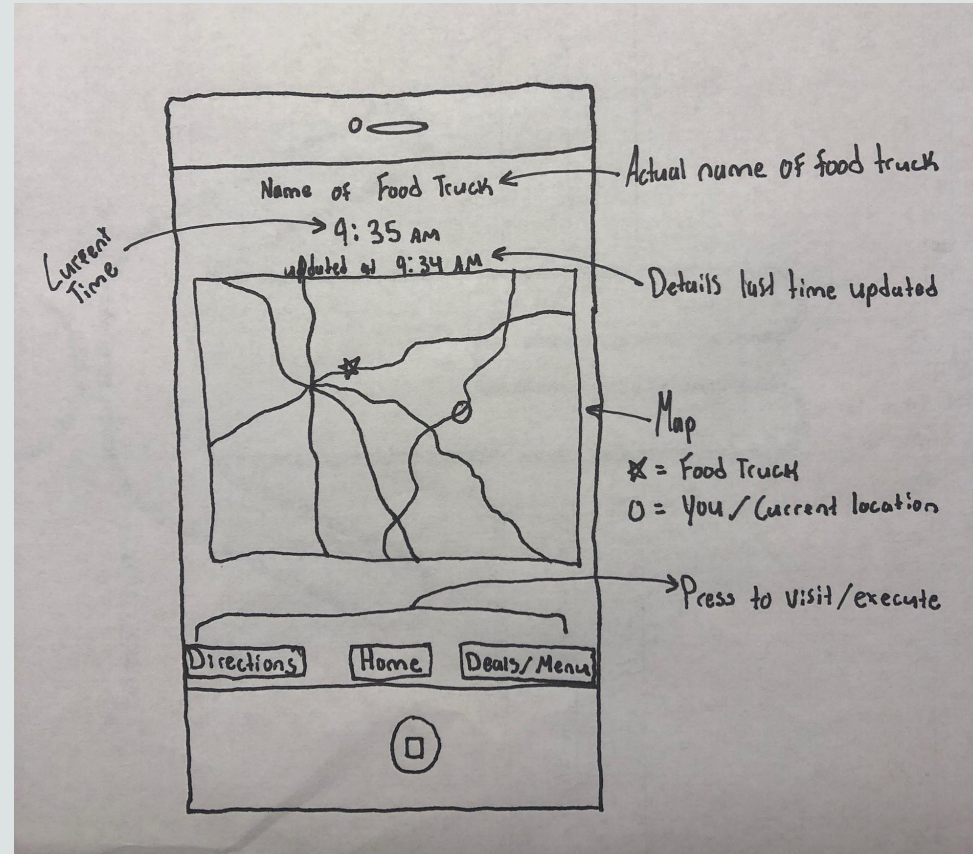
Tried and true: Social Media & App for food truck visibility

Provides customer-owner communication

Targeting hungry people near location of truck

Desired Reactions:

- Excited customers
- New interest in truck



# Social media Strategy

- Live customer feed
- Consumer-Owner Communication
- Food/Service review page



# App Solution

- Location Mapping
- Customer Engagement
- Purchase Rewards/Incentives



# Questions/Comments?

