

Jaron Overton

ROCOCO PIZZA CREATIVE BRIEF

CLIENT: Janice Hathaway

PROJECT NAME: Project “RP-18”

PROJECT OWNER: Janice Hathaway

CREATIVE LEAD: Robert Yankoski

DUE DATE: October 13, 2015

MILESTONES: Recovering 18th-Century History

TEAM MEMBERS: Robert Yankoski
Danny Mangosing
Jaron Overton
Melissa Buckingham
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Background

Company Name:

Rococo Pizza

Tagline:

As-tu faim? (“Are you hungry?” in French)

Product and Service:

The primary product and service of the company is to serve specialty, high-quality, and artisan pizzas in a fine dining atmosphere.

Strengths:

The company’s strength is in the concept. It is a unique experience with a sort of ironic atmosphere. Combined with strong pizza recipes and quality ingredients, this produces very strong franchise ability.

Weaknesses:

The company’s weaknesses are mainly involved in the concept, as well. Many people don’t think of pizza as a high-class food item, and wouldn’t think of dressing up to eat it. Further, the irony of this juxtaposition could be lost on people.

Opportunities and Threats:

One large opportunity is filling a niche in the market. However, a threat may be the overwhelming number of pizza franchises already in existence. These franchises offer less-quality pizza at a fraction of the price. Further, there are many fine-dining restaurants, and these two pre-existing competitors may very well put this franchise at risk.

Overview

- What is being designed is an upscale pizza restaurant. The inside of the restaurant is designed with customer comfort with an 18th-century French design. Every table set has a wine red latex seat with black metallic legs, along with a round table stationed with a glass layer. Underneath that layer will be another layer made with brushed steel. The edges of the tables, the legs of the chairs, and the fabric of upholstery will have fleur and paisley. These elements can easily hide small pizza designs.
- The logo will have a modern design with small Rococo flare on the edges.
- The waiters and waitresses will have uniforms based on Rococo fashions, yet modernized.

What is the key business challenge and how will this project help?

Integrity

- The practice of integrity increases trust between the employers and employees. Business will be dismantled without it.

Drivers

The company would like to be able to create an enjoyable dining experience for customers in a healthy way.

The top 3 goals:

Restaurant Funding

- Starting a restaurant is an expensive venture, so restaurant owners may require additional funding and loans to rent a location, purchase kitchen equipment, hire chefs and servers and purchase produce, meats and dairy for cooking and furniture for the dining room. One start-up goal is to get a business loan to cover all start-up costs.

Menu Development and Pricing

- The restaurant industry is competitive, so the restaurant must offer dishes that are delicious, attract customers and offer a competitive edge. For instance, if the restaurant is vegan or vegetarian, the restaurant must aim to offer new salads, vegan burgers or pasta dishes that are only offered in that restaurant. A goal for the menu and pricing is to develop a strong and attractive menu with competitive prices within the first year. This is done through testing various dishes throughout the first couple of months of operation.

Chefs and Servers

- A restaurant functions like a well-oiled machine when executive chefs have the freedom to produce dishes that are served by experienced waiters with above-average customer service skills. It takes time to find a reliable group of employees; so one goal during the first year of business is to find experienced chefs, entry-level cooks, friendly servers and happy hosts.

Audience

- The main audience would have to be wealthy people and our secondary audience would have to be the people with no money.
- Customers enjoy the idea of a healthier selecting when it comes to pizza, especially when you providing a pizza with organic ingredients, also when it comes to their service they are very happy with the quaintly of service that this upscale pizza restaurant as to offer especially with the well mannered waitresses that provide a welcoming environment.
- Audience will care about the product or service if you make sure that you provide the best quality to them at all times with the most friendly and kind manner.

Competitors



Who is your primary competition (collect logos, symbols, and taglines)?

- Vintage Tavern, which has the logo in the first square in the left, and the tagline "Seasonally Southern," is in Suffolk VA, and though it may not be directly in our town, it is still a gorgeous and inviting set up in the same state.
- Our competition is going to be coming from both upscale restaurants, and even delivery pizza like Pizza Hut, whose logo is in the bottom left square, "The Flavor of Now."

With hardships coming from both sides, our client is really going to have to make it clear that they are set apart from them. Our client provides an upscale and classy take on pizza and décor. The finer ingredients and preparation really makes them a more appealing option to the greasy and often unfavorable pizza that someone could buy at a store or have delivered. And the fact that it is pizza, and most people do not have the option to relax with a delicious slice of pizza at a high-class restaurant, it makes our clients business more approachable to a variety of ages of clientele.

What makes the competitors different from you client?

- Pizza Hut and Dominos are both very well-known across the nation for their pizza, and the ability to have it delivered to your home, but their pizzas are also criticized for not getting an order correct, or being unappetizing. Even though they have built up a lot of stores and many people go to them for their pizza needs, still people nationwide have more of a love-hate relationship with the companies.
- Now upscale places, such as the Vintage Tavern, have a much smaller clientele, but their food is made specifically for a single person, the décor is tied in with their menu as well. They provide a very romantic and wondrous atmosphere, something someone couldn't get from home.

How do they engage the target audience?

Our client's competition engages their target audience by just getting a lot of advertising out into the media, offering deals and special options for the people that go there regularly. When customers do go there, they have fun things, such as video games at Pizza Hut, or just over all inviting décor. Getting their audience to really want to go there is a major part of their approach to everything, nothing the competition does in their store, is done without considering how the consumers will like it.

Tone

What are attributes or adjectives that describe the company?

Modern
Fancy
High-class
Self-aware
Ironic
Quality
Perhaps expensive

Message

The company's primary message is that you don't have to sacrifice your favorite comfortable food, pizza, just because you want to have a beautiful atmosphere and a lovely night out. Also, just because you want to have a night out that is romantic and fun, doesn't mean you have to be stuck with a huge bill for food that you didn't even like, everyone loves pizza in one way or another.

What is the single most important thing about the company?

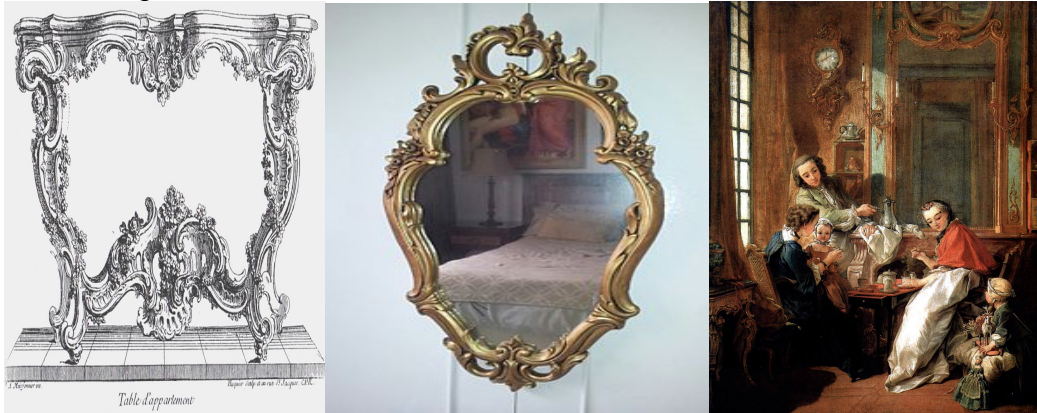
The single most important thing about the company is that there are fine ingredient and exotic pizza's that are offered in a romantic and expensive feeling atmosphere, but without you having to pay an arm and a leg for it.

What is the client offering the audience?

The client is offering the audience a unique opportunity to enjoy low light, real flowers, cloth napkins, and all the upscale finery that one would expect from a high class restaurant, but without the price and unfamiliar feeling that also comes with it. It may mean giving up delivery and less than 10 minute orders, but it provides a much more satisfying feeling, one that can only come from enjoying a 5 star dining experience.

Visuals

- The theme of Rocco Pizza is high-end dining experience and so the brand imagery exudes luxury French dining experience.
- The restaurant environment will be designed with playful and witty classical style motifs (garden, shell and pebble ornamentation); European art.
- Menus will be designed in the “rococo” style and typeface used will be Didot inspired.



Details

List any formal limitations, restrictions, mandatory elements, like logos, phone numbers, or legal disclaimers, or URL's that should be used.

- Growth
- Communication
- Job assignments
- Hierarchy
- Understanding your business
- Planning
- Defining solution
- Evaluating solution

What are the deliverables?

- A Logo and a Brand
- Food and an Interior Design of Comfort

Jaron Overton

People

Reporting to:

Annabelle Boucher, Owner

Jacques-Louis Boucher will approve the work

Rococo Pizza, Inc. will be informed of our progress.