



Let's navigate the food service industry!

Facilitate brand communication for a new frozen food service solution which tackles labour shortage and food wastage.

PROBLEMS

The negative associations of frozen food hinder food service owners to engage. Without defined markets, proper proposition and marketing strategy, approaching, communicating and convincing buyers remain challenging.

STRATEGIC DIRECTIONS

Who



Food service owners in hotel chains and airport lounges who look for better controllability

What

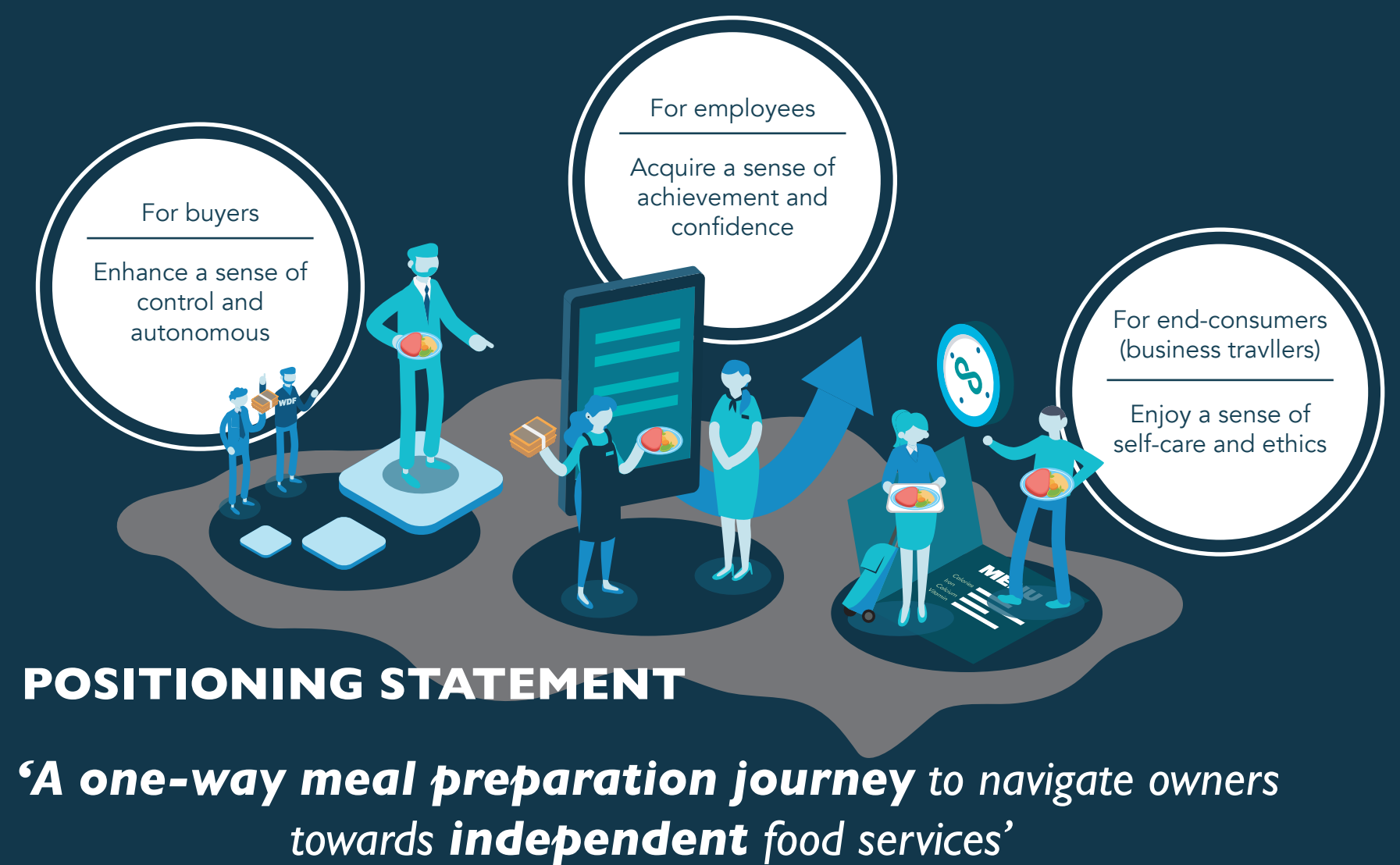


Functional and emotional attributes which are desired by buyers and end-users

How



Information sharing, service integrating, first-hand experience



COMMUNICATION JOURNEY

Brand communication journey is established to provide directions in developing tangible brand interaction with buyers.

1. Inspire

Buyers feel desired for SUPPER's value to plan trial.

2. Attempt

Buyers run the trial of SUPPER to gain end-users' feedback.

3. Engage

Buyers are assured by the outcome of the trial to seal the deal.

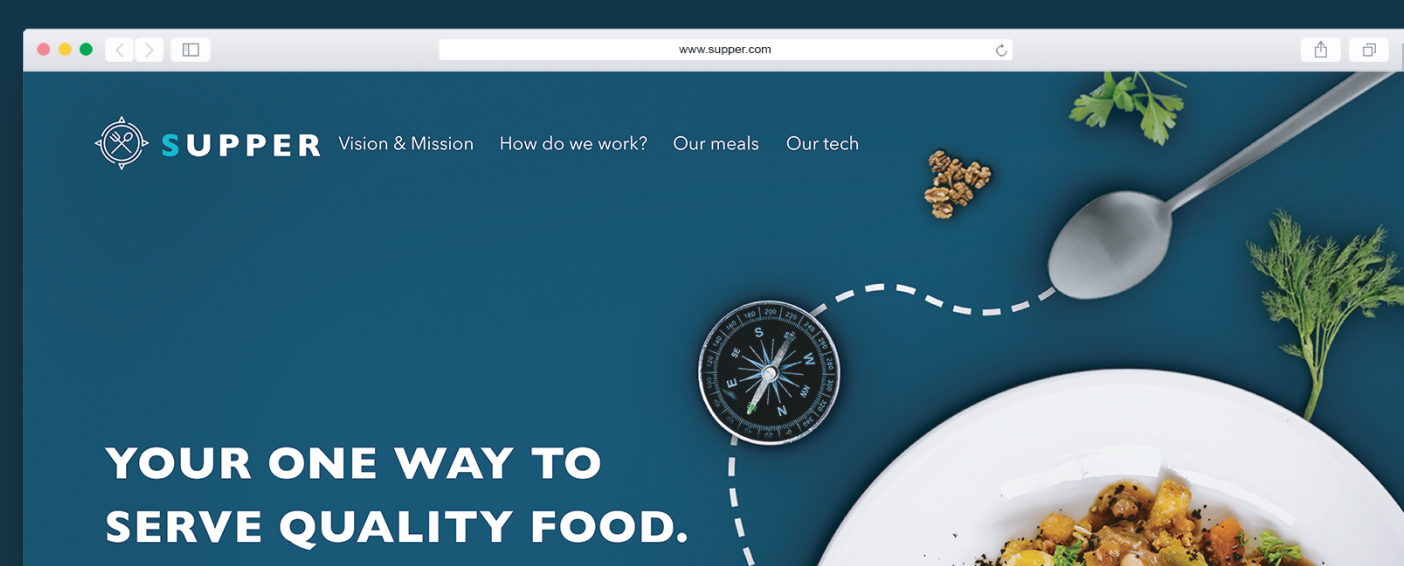
4. After-sale

Buyers are supported consistently by SUPPER to retain a long-term relationship.



LANDING PAGE

Easily demonstrate the values of SUPPER and trigger action from buyers.
(<https://www.supperjourney.com/>)



Wei Lun Chen
Position and communicate the value of an emerging frozen food service system
Apr. 14 2020
MSc Strategic Product Design

Committee
Dr. ir. Schifferstein, H.N.J.
MPhil. Cankurtaran, P.
Louis Meisen
Company
WeDesignFood

