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**

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food service owners in hotel chains and airport lounges who look for better controllability</td>
<td>Functional and emotional attributes which are desired by buyers and end-users</td>
<td>Information sharing, service integrating, first-hand experience</td>
</tr>
</tbody>
</table>

**POSITIONING STATEMENT**

“A one-way meal preparation journey to navigate owners towards independent food services”

**COMMUNICATION JOURNEY**

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/](https://www.supperjourney.com/))

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Position and communicate the value of an emerging frozen food service system
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