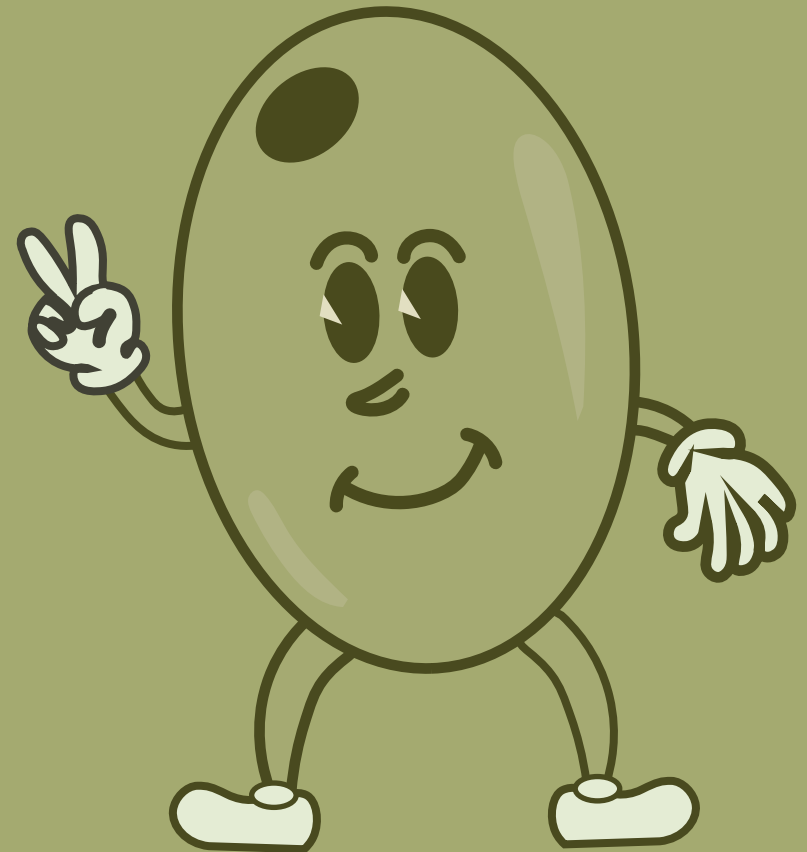


Brançino Strategy



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Purpose

OLI'S ITALIAN-STYLED, DELI SANDWICH SHOP REPRESENTS THE CULMINATION OF THE ROSSI FAMILY'S CULINARY HERITAGE, PASSION FOR FOOD, AND COMMITMENT TO EXCELLENCE. WITH ROOTS DEEPLY EMBEDDED IN SICILIAN TRADITIONS, ROSA AND MARCO ROSSI, ALONG WITH THEIR CHILDREN, AIM TO BRING THE AUTHENTIC FLAVOURS OF ITALY TO MELBOURNE'S DIVERSE CULINARY LANDSCAPE. INSPIRED BY THEIR LOVE FOR QUALITY INGREDIENTS, GENUINE HOSPITALITY, AND A DESIRE TO CREATE A SPACE WHERE TRADITION MEETS INNOVATION, OLI'S PROMISES TO BE MORE THAN JUST A SANDWICH SHOP—IT'S A CULINARY JOURNEY THROUGH THE HEART OF ITALY.

WITHIN THIS STRATEGY, THE CLIENT WILL GAIN THE ESSENTIAL INSIGHT AND APPROACH TO SUCCESSFULLY DELIVER THE CAREFULLY CRAFTED BRANDING FOR 'OLI'S' TO THE TARGET MARKET. THIS WILL GUARANTEE CLARITY AND FACILITATE A SEAMLESS LAUNCH FOR THE CLIENT TO INTRODUCE THE CHARM OF 'LITTLE ITALY' TO MELBOURNIANS.

Brand Values

Quality

- WITH LOCALLY ACQUIRED FRESH PRODUCE, OLI'S VALUES DELIVERING THE BEST QUALITY INGREDIENTS TO OUR CUSTOMERS.

Family

- OUR SHOP IS BUILT UPON THE STRENGTH AND FOUNDATION OF FAMILY, WHICH IS SOMETHING THAT IS HIGHLY VALUED AND ONE OUR CUSTOMERS WILL BECOME.

Modern

- LIKE ALL THINGS, UPDATES ARE NEEDED, WHICH IS WHY OUR MODERN TWIST ON TRADITIONAL RECIPES WILL LEAVE YOU WANTING MORE.

Culture

- AS MUCH AS WE LOVE MELBOURNE, WE HAVE A SPECIAL FONDNESS FOR ITALY. THROUGH FUSION, WE APPRECIATE THE BLENDING OF TWO CULTURES TO CREATE OLIS.

Flavour

- BITING INTO OUR PANINIS, YOU'LL EXPERIENCE AN EXPLOSION OF FLAVOURS THAT WILL KEEP YOU COMING BACK FOR MORE. OUR DIVERSE MENU IS PACKED WITH IRRESISTIBLE FLAVOURS THAT WILL HAVE YOU CRAVING MORE.

Fun

- LIKE OUR PERSONALITY, OUR DELI WILL PUT A PEP IN YOUR STEP THROUGH OUR LIVELY ATMOSPHERE AND GOOD LOOKS!

Brand Story

THE ROSSI FAMILY HAS A RICH CULINARY HISTORY THAT BEGAN IN SICILY, ITALY. THEY MOVED TO MELBOURNE, AUSTRALIA, SEEKING NEW OPPORTUNITIES AND ADVENTURE. THEY NOTICED A LACK OF AUTHENTIC ITALIAN SANDWICH SHOPS IN THE CITY AND DECIDED TO CREATE THEIR OWN. THEY ENVISIONED A SPACE WHERE LOCALS AND VISITORS COULD EXPERIENCE THE IRRESISTIBLE FLAVOURS OF ITALY. WITH A DEEP UNDERSTANDING OF TRADITIONAL ITALIAN RECIPES, A LOVE FOR QUALITY INGREDIENTS, AND GENUINE HOSPITALITY, THE ROSSI FAMILY IS CONFIDENT THEIR SANDWICH SHOP WILL SATISFY APPETITES AND WARM HEARTS COMPARED TO COMMERCIALISED COMPETITORS.

FOR THE NAME, THEY WOULD LIKE TO CALL IT 'OLI'S', NAMED AFTER MARCOS'S FATHER, OLIVER. AS THEY EMBARK ON THIS EXCITING NEW CHAPTER, THEY ARE COMMITTED TO UPHOLDING THE VALUES OF FAMILY, TRADITION, AND EXCELLENCE. HOWEVER, THEY LACK AN UNDERSTANDING OF THE BRANDING AND MARKETING ASPECTS OF STARTING A BUSINESS AND REQUIRE HELP LAUNCHING THE SANDWICH SHOP.



Communication Statement

INTRODUCING OLI'S: WHERE TRADITION MEETS TASTE

EMBARK ON A CULINARY JOURNEY WITH US AT OLI'S, WHERE THE ESSENCE OF SICILIAN HERITAGE COLLIDES WITH THE VIBRANT SPIRIT OF MELBOURNE, AUSTRALIA.

THE ROSSI FAMILY BRINGS GENERATIONS OF CULINARY MASTERY FROM THE SUN-KISSED SHORES OF SICILY TO THE BUSTLING STREETS OF MELBOURNE. GUIDED BY THEIR PATRIARCH, OLIVER ROSSI, THEY WEAVE A TAPESTRY OF FLAVOURS THAT DANCE ON YOUR PALATE AND WARM YOUR SOUL.

IN A CITY CRAVING AUTHENTICITY, OLI'S EMERGES AS A BEACON OF GENUINE ITALIAN CUISINE. TUCKED AWAY IN THE HEART OF MELBOURNE, OUR SANDWICH SHOP INVITES LOCALS AND VISITORS ALIKE TO SAVOUR THE TRUE TASTE OF ITALY.

WITH EACH BITE, EXPERIENCE THE METICULOUS CRAFTSMANSHIP AND DEVOTION TO QUALITY INGRAINED IN EVERY RECIPE. FROM OUR FRESHLY BAKED BREAD TO OUR HAND-SELECTED INGREDIENTS, WE PROMISE A CULINARY SYMPHONY THAT RESONATES WITH THE SOUL.

AT OLI'S, FAMILY IS MORE THAN A WORD—IT'S A GUIDING PRINCIPLE. WITH WARMTH AND HOSPITALITY, WE WELCOME YOU TO OUR TABLE, WHERE EVERY MEAL IS A CELEBRATION OF TRADITION, LOVE, AND TOGETHERNESS.

JOIN US AS WE EMBARK ON THIS SAVOURY ADVENTURE, ROOTED IN THE VALUES OF FAMILY, TRADITION, AND EXCELLENCE. TOGETHER, LET'S REDEFINE THE ART OF THE SANDWICH AND CREATE MOMENTS THAT LINGER IN MEMORY.

INDULGE IN THE IRRESISTIBLE FLAVOURS OF ITALY. INDULGE IN OLI'S. MANGIA BENE, VIVI FELICE! (EAT WELL, LIVE HAPPILY!)

The Rossi Family

Design and Visual Identity

COLOUR PALETTE



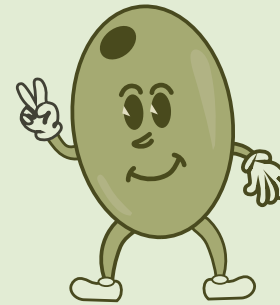
LOGOS



TAGLINE

THE LITTLE ITALY

ICONS



Enjoy !
Ciao!



FONTS

Eckmannpsych

FABIOLA CAPITALS



Strategy

What

OLI'S DELI'S BRANDING STRATEGY AIMS TO OFFER AN AUTHENTIC ITALIAN EXPERIENCE TO ITS TARGET MARKET, FOCUSING ON A CURATED MENU WITH TRADITIONAL RECIPES AND INGREDIENTS SOURCED DIRECTLY FROM ITALY. EMBRACING A YOUTHFUL VIBE THROUGH MODERN DESIGN AND VIBRANT MESSAGING, THE STRATEGY LEVERAGES HIGH-QUALITY IMAGERY ON SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM AND TIKTOK TO ENGAGE CUSTOMERS AND SHARE THE FOUNDERS' PERSONAL STORIES, FOSTERING AN EMOTIONAL CONNECTION. BY ACTIVELY ENGAGING WITH THE COMMUNITY AND ENSURING TRANSPARENCY IN SOURCING AND PREPARATION, OLI'S DELI SEEKS TO POSITION ITSELF AS A CULTURAL DESTINATION, CAPTURING THE ATTENTION OF THE TARGET DEMOGRAPHIC AND ESTABLISHING A STRONG BRAND PRESENCE IN MELBOURNE'S CULINARY SCENE. THROUGH THESE EFFORTS, THE STRATEGY AIMS TO OPTIMISE GROWTH AND BRAND RECOGNITION WITHIN THE FIRST QUARTER OF LAUNCH, BUILDING A TRANSPARENT RELATIONSHIP WITH CUSTOMERS THAT MAKES THEM FEEL LIKE PART OF THE OLI'S DELI FAMILY.

How

THE PROPOSED BRANDING STRATEGY FOR OLI'S DELI REPRESENTS A METICULOUSLY CRAFTED APPROACH TAILORED TO RESONATE WITH ITS TARGET DEMOGRAPHIC AND ACHIEVE RAPID GROWTH AND BRAND RECOGNITION. BY PRIORITISING AUTHENTICITY AND DIFFERENTIATION THROUGH AN EMPHASIS ON TRADITIONAL ITALIAN RECIPES AND INGREDIENTS SOURCED DIRECTLY FROM ITALY, OLI'S DELI SETS ITSELF APART IN MELBOURNE'S CULINARY LANDSCAPE. THIS STRATEGY LEVERAGES MODERN DESIGN ELEMENTS AND VIBRANT MESSAGING TO ENGAGE THE YOUNGER DEMOGRAPHIC ON SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM AND TIKTOK, FOSTERING EMOTIONAL CONNECTIONS THROUGH THE SHARING OF PERSONAL STORIES AND VALUES. TRANSPARENCY IN INGREDIENT SOURCING AND FOOD PREPARATION PROCESSES BUILDS TRUST WITH CUSTOMERS, WHILE ACTIVE COMMUNITY ENGAGEMENT AND EXCLUSIVE PROMOTIONS CREATE A SENSE OF BELONGING AND DRIVE FOOT TRAFFIC. OVERALL, THIS STRATEGY POSITIONS OLI'S DELI AS A CULTURAL DESTINATION AND PAVES THE WAY FOR SUSTAINED SUCCESS AND EXPANSION WITHIN MELBOURNE'S COMPETITIVE FOOD INDUSTRY.

Strategy

When

THE STRATEGY WILL BE PUT INTO ACTION COMING UP TO WHEN THE DELI SHOP OPENS IN MID-AUGUST. COLLECTIVELY, AUGUST WAS CHOSEN DUE TO SOME OF OUR POTENTIAL CUSTOMERS BEING AWAY DURING JUNE AND JULY, AND THE ONES WHO REMAIN MAY EXPERIENCE FOMO (FEAR OF MISSING OUT) DUE TO ALL THE EUROPEAN PICTURES ON SOCIAL MEDIA. THIS WILL CREATE A DESIRE FOR A TASTE OF ITALY AND MAKE IT THE PERFECT TIME TO LAUNCH. THE STRATEGY WILL HELP OLI'S DURING THE FIRST QUARTER AFTER OPENING, AND APPROACHING THE SECOND QUARTER, WE WILL COLLECT CONSUMER DATA AND ANALYSE SOCIAL ANALYTICS TO SEE WHAT WORKS AND WHAT DOESN'T. THIS WILL HELP US ADJUST THE STRATEGY TO SERVE THE BUSINESS BETTER AND ENSURE ITS SUCCESS.



Where

279 HAMPTON ST, HAMPTON VIC 3188

AFTER CONDUCTING MARKET RESEARCH, WE COLLECTIVELY CHOSE HAMPTON AS THEIR DELI SHOP'S LOCATION. WHILE TOP COMPETITORS SUCH AS HUGO'S DELI, NICOS, SAUL'S, AND PICCOLO PANINI BAR ARE LOCATED IN THE NORTH AND EASTERN SUBURBS, THERE ARE FEW IN THE SOUTH, PARTICULARLY IN BAYSIDE, WHERE THERE IS STILL A DEMAND FOR SUCH A PRODUCT. THE SHOP IS LOCATED AT 279 HAMPTON ST, NEAR THE STATION AND THE BEACH. THE STOREFRONT WRAPS AROUND A CORNER AND HAS LOVELY STREET SEATING AREAS PERFECT FOR SOCIALISING AND INSTAGRAM SNAPS. THE LOCATION IS PRIME AND ACCESSIBLE FOR CUSTOMERS FROM OTHER SUBURBS, WITH PLENTY OF PUBLIC TRANSPORT AVAILABLE, AND IS LOCATED IN THE HEART OF BAYSIDE. THE CLIENTELE ALIGNS PERFECTLY WITH THE TARGET MARKET WHILE ALSO SERVING A GAP IN THE BAYSIDE MARKET, INDICATING A HIGHER POSSIBILITY OF SUCCESS.

Strategy

Who

AS HIGHLIGHTED WITHIN THE BRIEF THE TARGET AUDIENCE FOR OLI'S DELI SHOP ARE INDIVIDUALS AGED 20-30 IN MELBOURNE, REGARDLESS OF GENDER, WHO APPRECIATE EXCEPTIONAL-QUALITY FOOD AND ARE WILLING TO INVEST IN THE TASTE OF ITALY. PRIMARILY, WE AIM TO CAPTIVATE THE YOUNGER DEMOGRAPHIC, PARTICULARLY THOSE BETWEEN 20 AND 25, WHO ARE IMMERSSED IN CURRENT TIKTOK TRENDS SURROUNDING SANDWICH CULTURE AND EUROPEAN TRAVEL EXPERIENCES. OLI'S POSITIONS ITSELF AS AN ON-TREND DESTINATION, CATERING TO THE SOCIAL LIFESTYLES OF YOUNG ADULTS WHILE OFFERING AN AUTHENTIC TASTE OF ITALY, THUS PROVIDING A UNIQUE AND SOCIABLE DINING EXPERIENCE. WITH THIS SAID THE BRANDING STRATEGY IS AIMED AT SUCH PROVING A HIGHER SUCCESS RATE AS THE STRATEGY IS TAILORED TO SUCH.

FURTHERMORE, OLI'S TAPS INTO THE WIDESPREAD SENTIMENT OF VACATION DEPRIVATION AMONG AUSTRALIANS, WITH APPROXIMATELY 65% OF THE POPULATION YEARNING FOR A TASTE OF EUROPE. BY BRINGING THE ESSENCE OF EUROPEAN CUISINE TO MELBOURNE, OLI'S AIMS TO SATISFY THE WANDERLUST OF ITS CLIENTELE, PROVIDING A CULINARY ESCAPE THAT TRANSPORTS THEM TO THE STREETS OF SICILY WITH EACH BITE.

IN ADDITION TO THE PRIMARY TARGET AUDIENCE, OLI'S EXTENDS ITS APPEAL TO INDIVIDUALS AGED 25-30 WHO POSSESS A REFINED PALATE AND A PREFERENCE FOR FRESH, QUALITY PRODUCE. THIS DEMOGRAPHIC APPRECIATES THE AUTHENTICITY AND CRAFTSMANSHIP BEHIND ITALIAN CUISINE, MAKING OLI'S THE PERFECT DESTINATION FOR THOSE SEEKING A SATISFYING YET TIME-EFFICIENT MEAL OPTION. WITH ITS COMMITMENT TO GENUINE SERVICE AND METICULOUSLY PREPARED DISHES, OLI'S AIMS TO CATER TO THE CULINARY DESIRES OF THIS SEGMENT WHILE PROVIDING A CONVENIENT SOLUTION FOR THEIR DINING NEEDS.



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