

THE PRE-LAUNCH STRATEGY:
**HOW TO BUILD A
HIGHLY ANTICIPATED
MARKETING MENU**



ABOUT STELLAPOP

Like the brain, StellaPop is divided into two halves: management and creative consulting. We specialize in each function while maintaining a deep understanding of how one affects the other. We know that the two sides must work together seamlessly to drive success within every company.

We're in the "creating solutions for your business" business – cooking up the best solutions and managing the biggest challenges for our clients.



RECAP

COOKING UP A FRESH BRAND



RECAP



**Prep, Cook,
& Serve**



**Identify
Audience**



**Key
Differentiators**



**Messaging
& Positioning**



**Brand Story
& Identity**

BRAND ATTRIBUTE SCALE

How do you want your brand to be perceived?



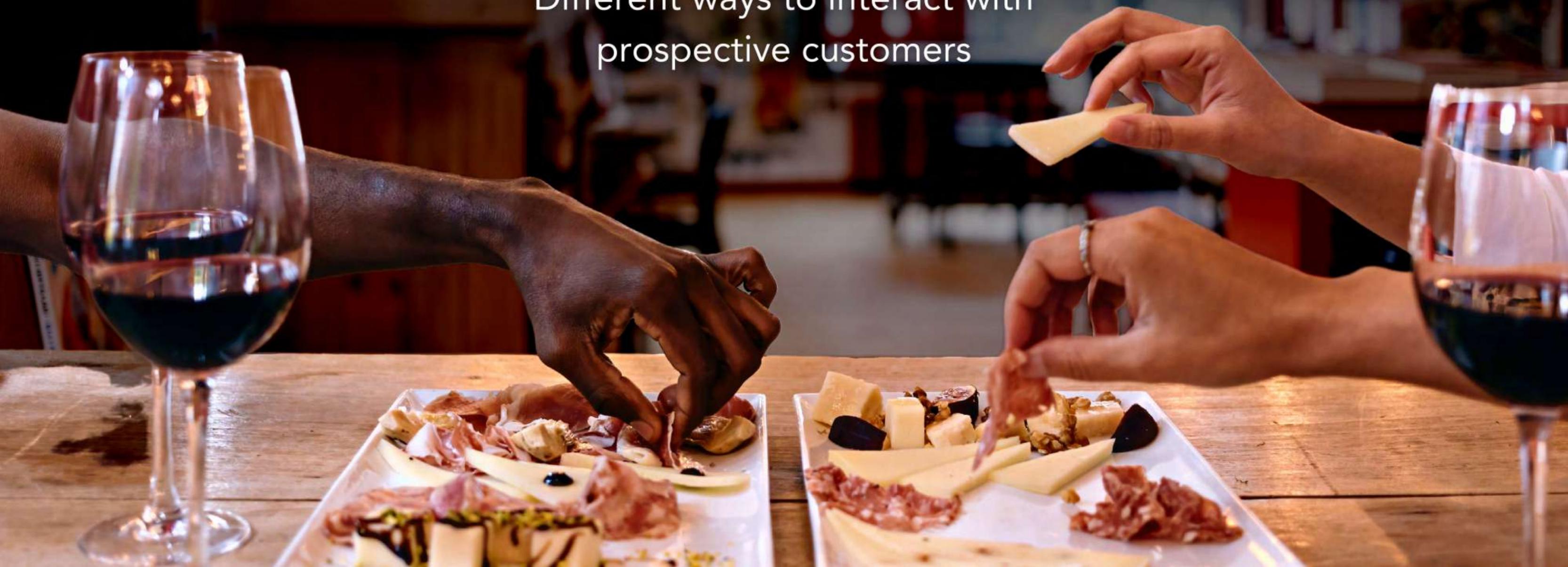
BUILDING YOUR

brand menu



Touchpoints

Different ways to interact with prospective customers



Touchpoints

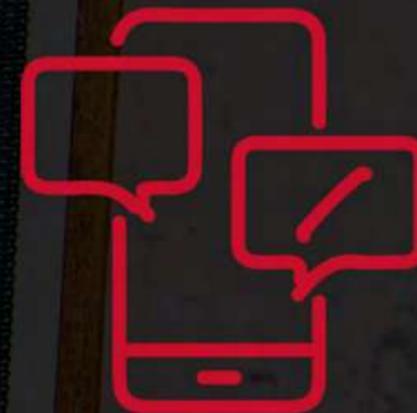
Different ways to interact with prospective customers



Paid



Owned



Earned

ONLY FROM 11AM

Toast 4.00 DF V
Brown sourdough with almond butter & strawberry jam

Avocado Toast 5.00 DF V
Daily ingredients served with toasted brown sourdough
+ avocado 2.00 + grilled chicken 3.00

Fruit Bowl 5.50 DF GF V
Seasonal fruit, coconut shavings, chia seeds & almond butter 1.50

House Granola 7.00 GF
A nutty blend of oats, elderflower & orange zest served with natural yoghurt & berries + coconut yoghurt instead 2.50

Açaí Bowl 8.00 DF GF V
Organic frozen Amazonian Açaí berries topped with coconut shavings, chia seeds & almond butter 1.50

Porridge 6.50 DF GF V
Millet flakes, chia seeds & a pinch of Himalayan salt, sprinkled with our omega 3 & amber maple syrup + avocado 2.00 + almond butter 1.50

Berry Pancakes 9.00 GF
Benoit's homemade buckwheat pancakes with maple syrup, fresh berries & coconut yoghurt

Eggs (any style) 6.50 DF
Scrambled, poached or fried with toasted white sourdough

3-Egg Omelette 6.50 DF
Cooked in coconut oil with toasted white sourdough

Garden Soup 5.00
Daily ingredients served with toasted brown sourdough + avocado 2.00 + grilled chicken 3.00

Coconut BLT Sandwich half 5.50 full 9.50 DF V
Coconut bacon™, sliced beef tomatoes, guacamole & homemade cashew cream

Vegetable & Herb Sandwich half 5.50 full 9.50
Daily roasted vegetables, buffalo mozzarella tomatoes & olive oil

Chicken Sandwich half 6.50 full 10.50 DF
Grilled chicken breast, sliced beef tomatoes, homemade pesto & guacamole

Farm Boy's Beef Sandwich half 6.50 full 10.50 DF
Marinated rump, sliced red pepper, rocket & a harissa dressing

White Devon Crab Cakes 13.00 DF GF
Ginger, tamarind, white crab meat, rolled in millet flakes + guacamole 2.50

Pistachio & Cauliflower Bowl 12.50 GF
Dried pecorino, coriander, cauliflower rice & a rocket salad + grilled chicken 3.00

Maple Syrup 1.00, Natural Yoghurt 1.00, Coconut Yoghurt 2.50
Coconut Bacon 3.50, Cashew Cream 2.50, Guacamole 2.50, Granola 3.00
Fresh Berries 3.50, Diced tomato 75p, Avocado 2.00, Steamed Spinach 2.00, Cooked Mushrooms 2.50
Mozzarella 1.00, Poached Egg 2.00, Fried Egg 2.00
Grilled Chicken 3.00, Smoked Salmon 4.50, Marinated Beef 4.00

PAID MEDIA

APPETIZERS



PAID
APPETIZERS

Digital vs. Analog

These two forms of media represent your brand in a more traditional, physical format and a more modern, online format respectively.



PAID
APPETIZERS

Like **appetizers**; Paid media gets things started

Increases reach and set the
tone for brand awareness.



PAID
APPETIZERS



OFFERINGS:

Traditional Placements

PAID
APPETIZERS

magazine
ads

RATE #1 WORLD'S BEST APPETIZER

CHEESE HAS NEVER BEEN CHEESIER

“You might want to
hold off on that diet
- NYT”



Page 6

PAID
APPETIZERS

Cheese has never been

CHEESIER



billboard
ads

PAID
APPETIZERS



“
This has
too much
cheese.”

– Said no
one ever

The billboard features a close-up photograph of a golden-brown, breaded appetizer being pulled apart, creating a thick, stretchy stream of melted cheese. The text is in a clean, sans-serif font, with the quote in a larger size and the attribution in a smaller size below it.

signage

PAID
APPETIZERS

OFFERINGS:
Digital Placements



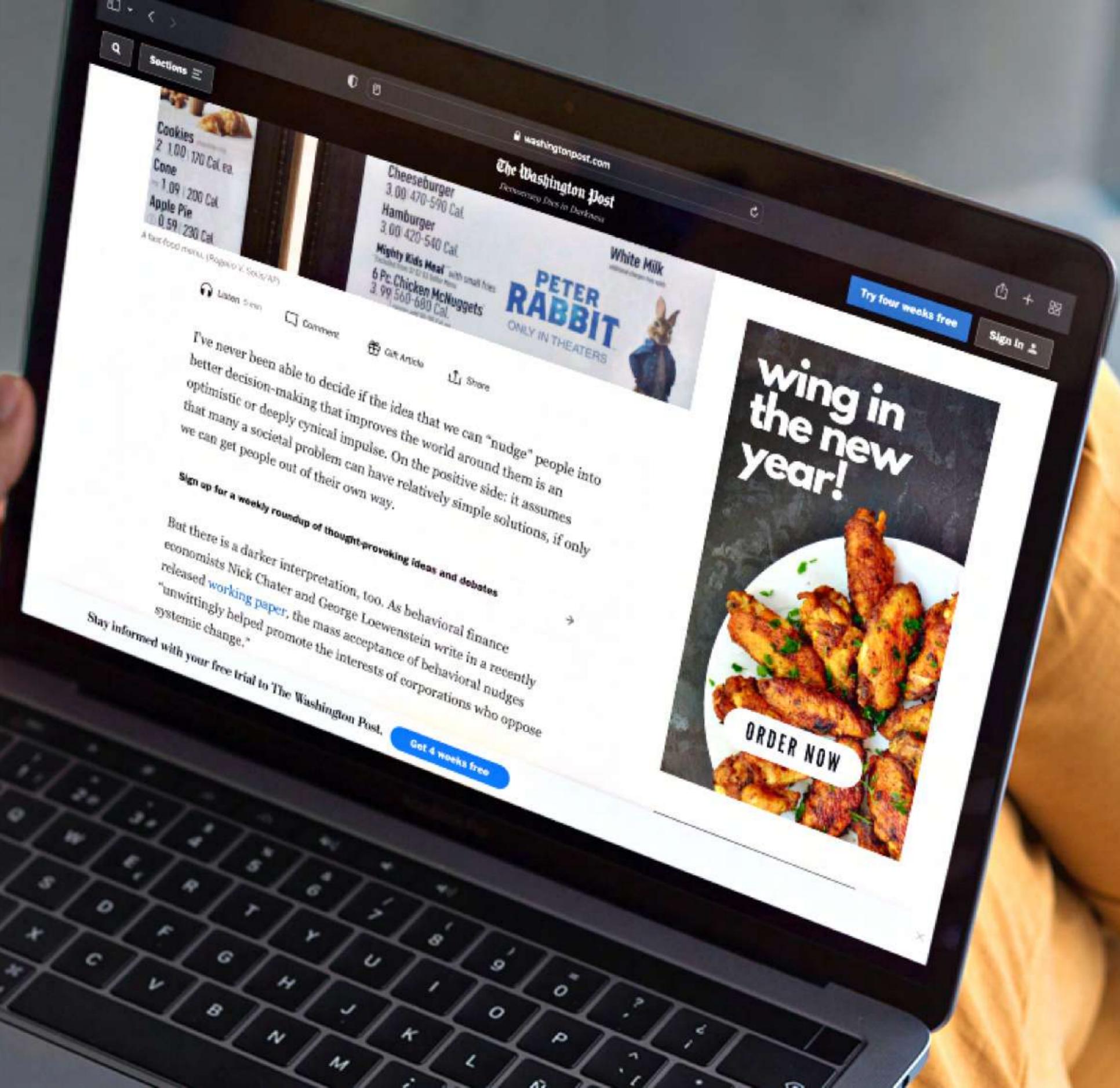
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APPETIZERS



**commercials
& streaming**

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APPETIZERS

display ads
& ppc



PAID
APPETIZERS

**social media ads
& influencers**



OWNED MEDIA

MAIN COURSE



OWNED
MAIN COURSE

Owned Media sets a **baseline for your brand**

Your brand's primary means to
present services, mission, and brand.



OWNED
MAIN COURSE

OFFERINGS:

Digital



OWNED
MAIN COURSE

HOME MENU ABOUT BLOG **ORDER**

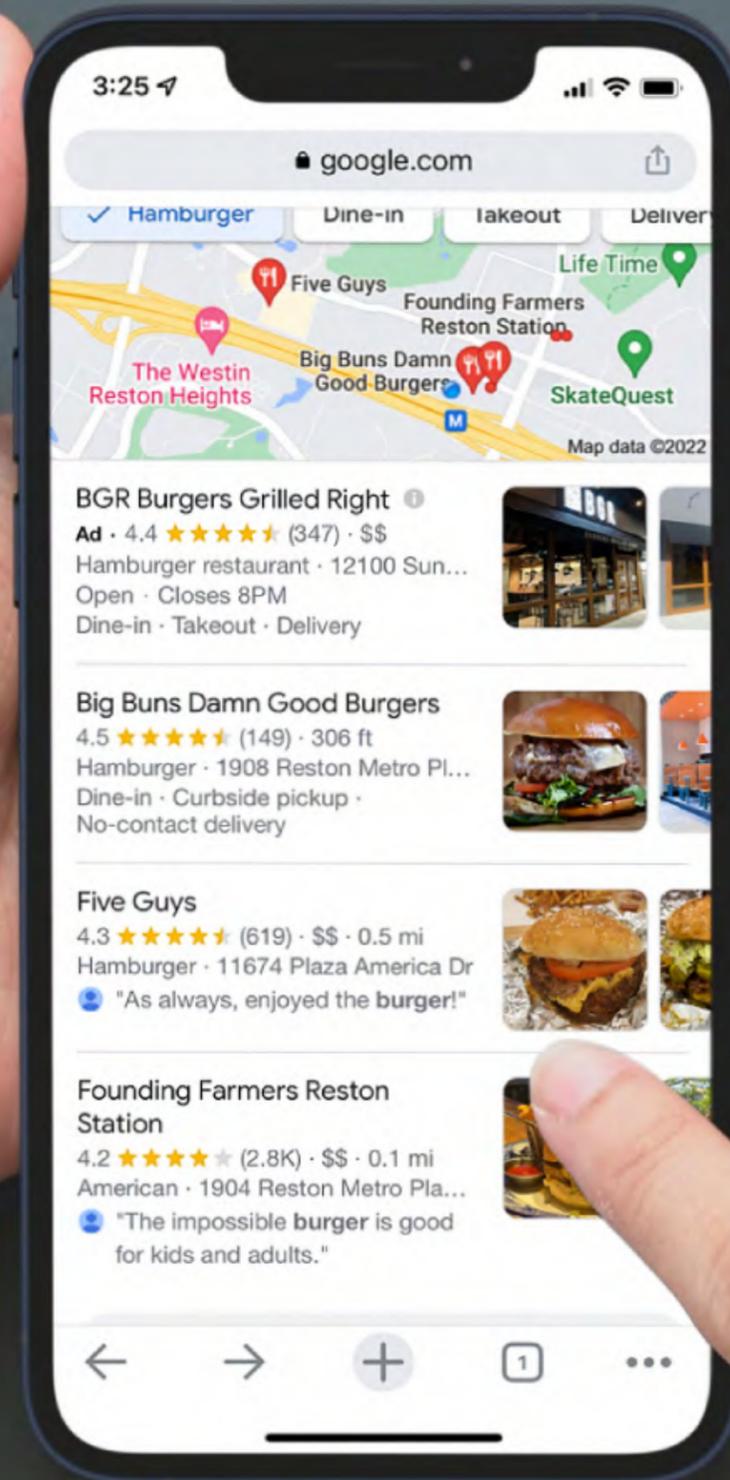


**website
& blog**



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MAIN COURSE

social media & google my business



OWNED
MAIN COURSE



OFFERINGS:

Analog Placements

OWNED MAIN COURSE



Business
Cards



Brochures
& Flyers



Service
Sheets



Establishment
Atmosphere



Building
Signage

EARNED MEDIA

DESSERT



EARNED
DESERT

Earned Media leverages customer & community feedback

Earned media is considered free coverage of your company that comes from sources outside of paid/owned.



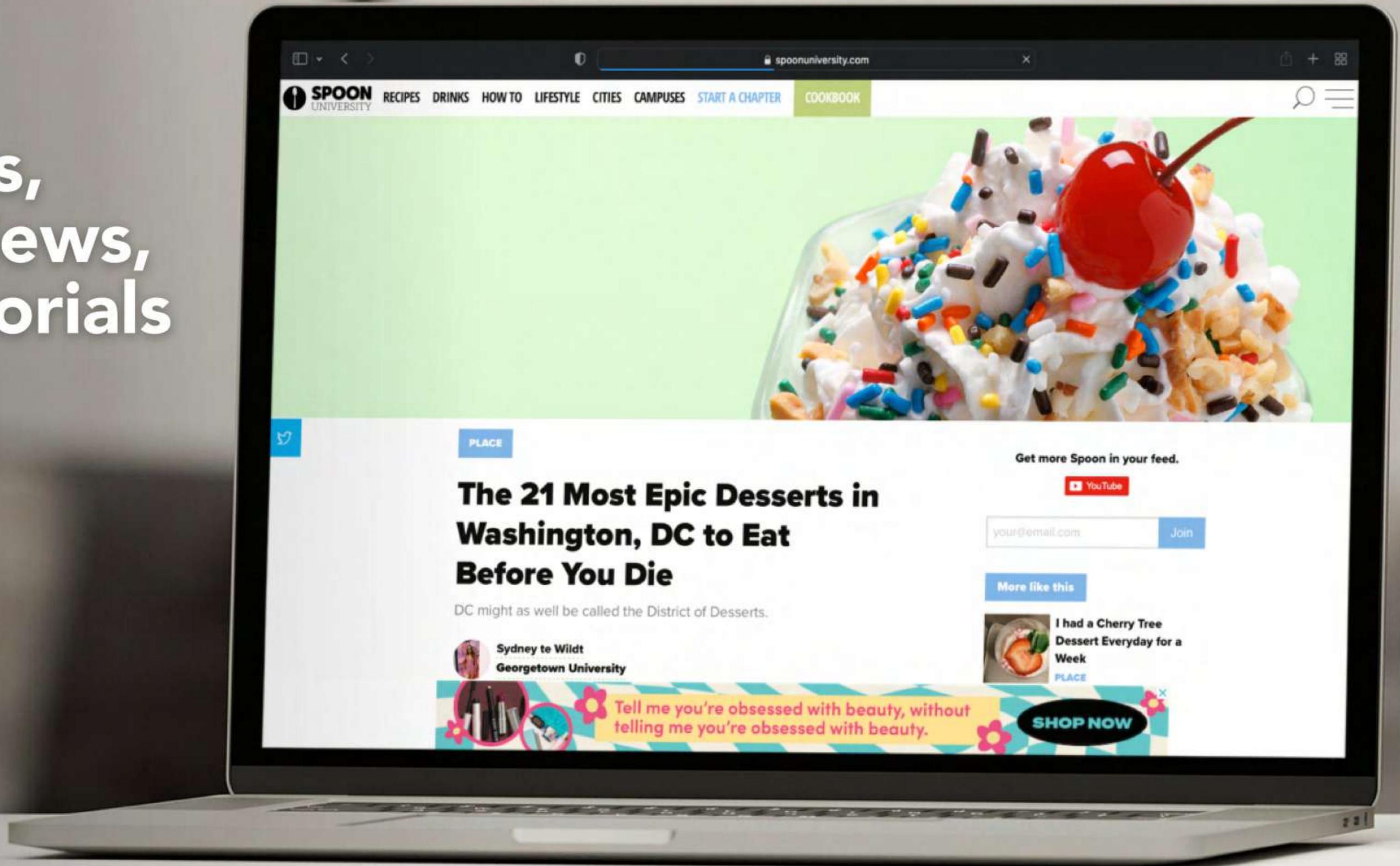
EARNED
DESERT



OFFERINGS:
Community Feedback

EARNED
DESERT

articles,
interviews,
& editorials



**EARNED
DESERRT**



**reviews,
recommendations,
& references**



**EARNED
DESERT**

**user-generated
content, shares,
& mentions**



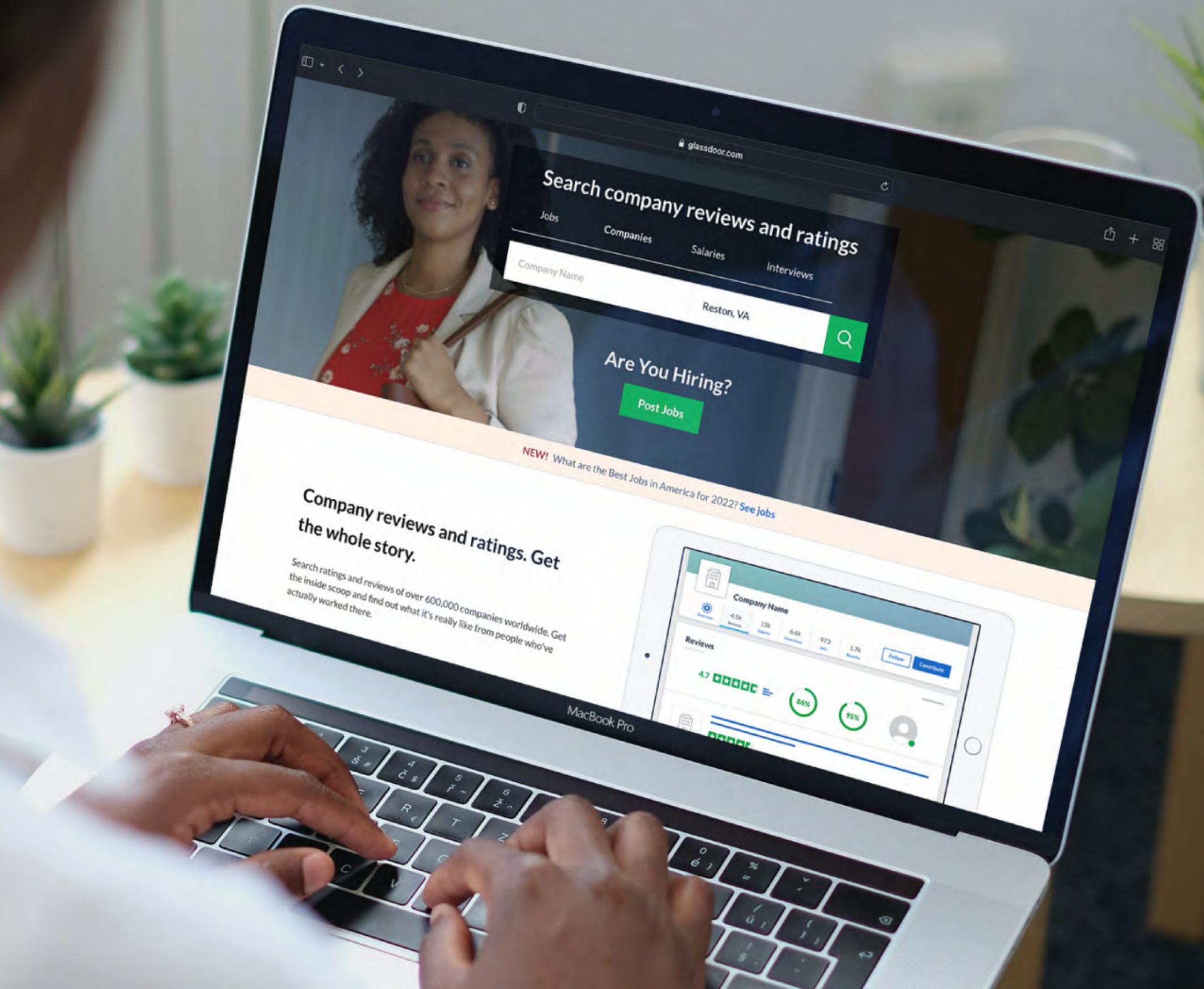
EARNED
DESERTT

employee advocacy

These validate your business in the eyes of others due to its authentic support from someone your consumer trusts - the employees



Treat your employees well, and they'll share genuinely positive perspectives for your business.





PLATING YOUR MEALS
**Consistency
& Presence**

WHAT MAKES A GREAT DISH?

PLATING



Make them come back for more

A consistent message is key to setting expectations for your brand and familiarizing yourself with your audience.



Set the mood & presence



A visually consistent brand sets the tone for your consumers to recognize and identify your company.



Authenticity is key

Using brand transparency and honesty go a long way in building long-term customer loyalty and trust.





TO-GO MENU
Takeaways





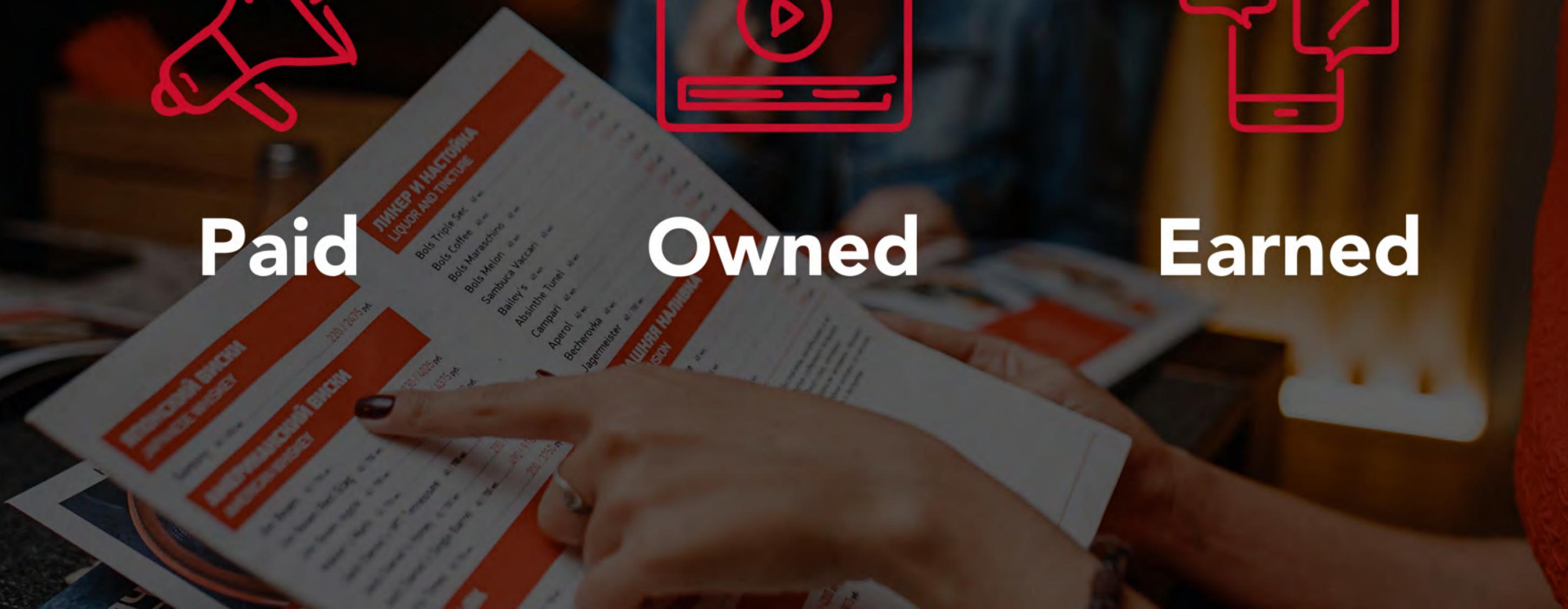
Paid



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Earned



What's Next?

THE GRAND OPENING

ESTABLISHING YOUR SOCIAL MEDIA PRESENCE

OPEN

WELCOME

THANK YOU



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Questions?