

ASSIGNMENT 2: BUILDING A BRAND

A. MOP IT UP!

- 1) Brand Clarity: Mop it Up! is an Italian restaurant that introduces the ritual of *scarpetta* by serving traditional homemade sauces to mop up with fresh baked bread.
- 2) Brand Purpose: Spread awareness to Americans and tourists about the real Italian food culture, making them fall in-love with the culture and the unique flavors of the traditional Italian recipes.
- 3) Brand Vision: Through the *scarpetta* gesture, costumers will learn an important ritual close to the heart of Italians, and they will travel in Europe while enjoying a glass of wine combined with delicious sauces and bread.
- 4) Brand Master Plan: AUTHENTICITY – HAPPINESS – LEARNING – COMMUNITY
 - Authenticity: the recipes are authentic, transmitted from grandmother to granddaughter, and they reflect the true Italian food culture
 - Happiness: the whole atmosphere, food and service is built to make costumers satisfied and happy
 - Learning: is one of the goals of the restaurant, give the consumer a little bit of story and some information about the Italian cuisine and tradition
 - Community: Mop it Up! Will be in touch with other Italian businesses in order to build a real community for native speakers or simply Italy lovers to be together and share the same passion for Italian food and wine.
- 5) Brand Creative Brief:

Mop it Up! wants to spread awareness about the real Italian food culture in America, making the consumers fall in-love with the unique flavors of the traditional Italian recipes by teaching them the ritual of the *scarpetta*. Meaning “the little shoe,” *scarpetta* refers to the small piece of bread used to mop up what is the left of the sauce on the plate. It is a ritual popular around Italy and it is evidence of having enjoyed the food. Mop it Up! will celebrate just the last, indulgent part of the experience of enjoying a dish of pasta the Italian way, serving homemade sauce and fresh baked bread without the pasta itself.
- 6) Brand story:
 - a) The consumer pain will be the difficulty to find a real Italian restaurant, that has 100% authentic recipes and quality ingredients.

- b) It could be the research for something new and interesting about the Italian culture and menu, besides the already well-known pizza or pasta.
- c) Mop it Up! is something unique, different from the other restaurants because of the not-use of the pasta, that will be remembered by the customers as a sensational experience.

B. CUSTOMER PERSONAS

Nostalgic Baby Boomer

LIFESTYLE <ul style="list-style-type: none"> • 60-70yo • Married with first love • Middle school education • Housewife • Retired • Lives in North Beach • 4-8 grandkids • Middle Income 	DIGITAL LIFE <ul style="list-style-type: none"> • Basic cell phone • No internet • No social media • TV that she uses to watch movies at the night • TV Series while she is doing the laundry • Write with pen instead of messages • Has an account on FB but never uses • Has a computer where she checks the news
HABITS AND HOBBIES <ul style="list-style-type: none"> • Long walks in the park • Sew and knit • Watch an endless romantic TV series • Go shopping with her husband on Sundays • Baking cakes for grandkids • Friday night book club • Reading drama books • Family lunch on Saturdays 	PRIORITIES <ul style="list-style-type: none"> • Be happy and positive • Transmit Italian traditional recipes • Family first • Stay healthy by walking and exercising a bit • Addictions with same brands • Values and ethic are the most important thing • Talks to her sons every day • Experience matters more than education
GOALS <ul style="list-style-type: none"> • Get a dog to keep company • Annual family vacation somewhere for a week • Write a memory book • Go in Italy to visit her hometown, Naples • Live in her house until she dies • Making new friends and share some stories together while drinking a cup of green tea 	FRUSTRATIONS <ul style="list-style-type: none"> • Don't understand young slang • Don't understand social media and platform like that • Getting old and boring • Be forgotten by her family • Start forgetting things • Get a disease like Cancer or Parkinson

Solo Traveler Millennial

LIFESTYLE <ul style="list-style-type: none"> • 25-30s • Single • Income +75k • No pets • Living with parents • Short term relationships • Bachelor's degree in communication • Employed in high tech company as assistant • Lives in Oakland 	DIGITAL LIFE <ul style="list-style-type: none"> • Samsung 10 • Social media used are Instagram and snapchat • Instagram addicted • She has a travel blog where she writes her adventures • She posts at least one story per day • Using Couchsurfing to meet people and sleep for free • Ebook with her favorite books online
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	<ul style="list-style-type: none"> Internet savvy for booking cheap flights and accommodations
HABITS AND HOBBIES <ul style="list-style-type: none"> Go hiking around the Bay Area Happy Hour with her co-workers Explore the hidden gems of the city Skydiving Hanging out with her friends Go watching movies Shopping in high-vintage stores Photography 	PRIORITIES <ul style="list-style-type: none"> Be optimistic and enthusiastic Time for Herself Time for her friends Image matters Be always in contact with people Stay healthy The new rather than the traditional Keep in touch with her parents
GOALS <ul style="list-style-type: none"> Visit all the continents of the world See the northern lights Move to Italy and learn how to make pizza Swim with white sharks Climb the stairway to heaven in Oahu Find love Build a family Success and get dream job 	FRUSTRATIONS <ul style="list-style-type: none"> Think about career growing Don't know what to do in the future Her parents wanted her to be a lawyer She never had a boyfriend for more than one year Limited money availability for her trips Always procrastinating her tasks Have to choose between duties and passions

Sport Enthusiast Gen X

LIFESTYLE <ul style="list-style-type: none"> 40-50s Lives in San Bruno Born in US Brazilian and Italian descendants Married with 3 kids High school diploma Construction worker Income -75k 	DIGITAL LIFE <ul style="list-style-type: none"> iPhone 6 Essential use of apps HD Led giant TV Hulu, Amazon Prime video, HBO to watch sports Has a Facebook account where he is into groups Doesn't need other social media apps Dating apps iPad to watch funny videos and read news online
HABITS AND HOBBIES <ul style="list-style-type: none"> Seasonal pass for Giants games Soccer game on Mondays with his friends Family baseball games with kids on Sat morning Sunday is family day Have a date night once in a month Eating Italian pasta once a week Tuesdays' happy hour with the boys 	PRIORITIES <ul style="list-style-type: none"> Family come first Sport addiction Bring family out for vacation once a year Call his mom every day Do not miss one Giants game Take care of his house

C. **CREATE A MOOD BOARD** (see attachment)



I think that my mood board reflects and embrace the values of my brand. Mop it Up! is a place where people share joy and happiness, they laugh, and they have a truly passion for good food. Colorful and dynamic pictures stand for something that brings a young and fresh perspective, like the purpose of Mop it Up! Even though the recipes are old we want to rejuvenate them through the atmosphere, the ambiance and the menu. Julia Roberts and Audrey Hepburn won't be my ideal costumers, but they have in common values that Mop it Up! wants to adopt like passion, strength, elegance but simplicity, spontaneity, kindness and sense of style.

D. **ABOUT YOUR BRAND:**

1. My brand makes people feel HOME
2. If a loyal customer described my brand in one word, it would be AUTHENTIC
3. If a potential customer described my brand in one word, it would be FUN
4. Interacting with my brand encourages people to TASTE ITALIAN CULTURE
5. Two words that describe the mission and the purpose of my brand are: AWARENESS and CULTURE
6. Company mission statements: EXPERIENCE and TASTE
7. Right now, my brand is YOUNG, NEW and TASTY
8. I want my brand to be RECOGNIZABLE, UNIQUE and SOCIAL
9. I don't want my brand to be BORING

Three final words to describe my brand: AUTHENTIC - EXPERIENCE - TASTE

Tone of Voice Dimensions (Scale 1-10)

Funny----- 8 ----- Serious (Mop it Up! is more funny than serious)

Enthusiastic ---- 9 ----- Matter of Fact

Respectful -----4----- Irreverent

Formal ----- 2 ----- Casual (Mop it Up! is more casual than formal)

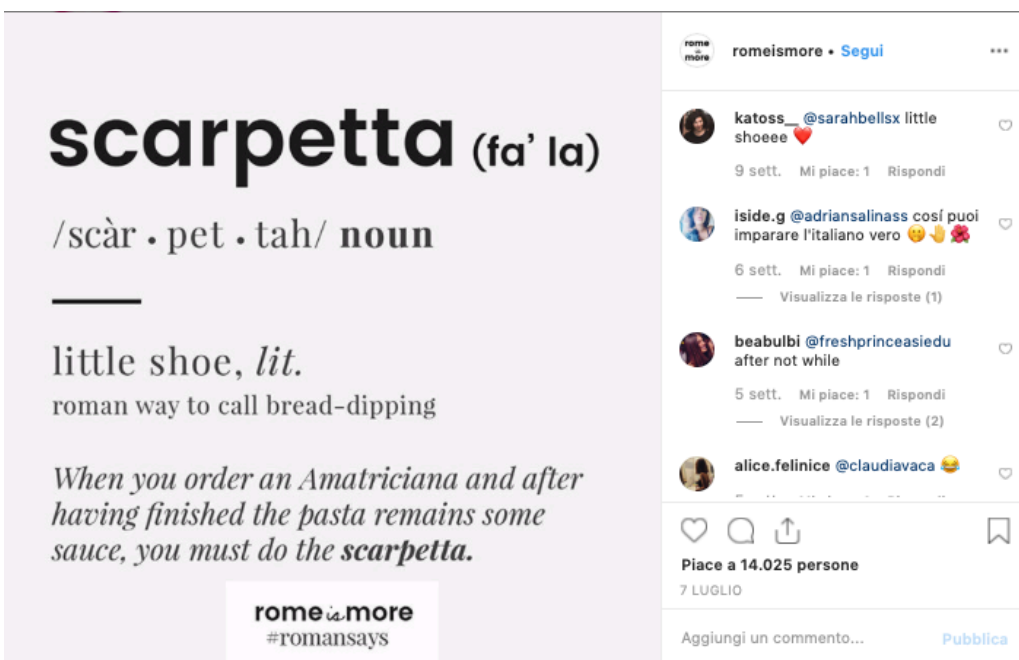
EXTRA CREDIT

- If the brand were a person, what would that person's personality be? It would be a nice old lady, with a warm voice, kind and always smiling. She would be passionate about food and wine; she would love to recreate delicious recipes and she would enjoy telling funny jokes about Italians.
- How would the brand speak with customers? With passion and confidence, because Mop it Up! is proud of being Italian and wants to help everybody to know a little bit more about this amazing country.
- How would the customer describe the brand? They would say Mop it Up! is an amazing and unique restaurant, that gives you the 360° perception of Italy's flavors and colors.
- What is the brand's character? Warm, welcoming, friendly, nostalgic.
- What is the brand's purpose? To educate and delight the consumer.
- What is the brand's tone? Personal and authentic, honest but friendly and cheerful.
- What is the brand's language? Simple, like the tradition!

SOCIAL MEDIA AUDIT

1. Italian, Italy, Italian food, pasta, salsa, Italian homemade, Italian restaurant, Scarpetta, Wine, Italian wine, Italian culture, Totò, Sophia Loren, carbonara, amatriciana, bread, Ragù.
2. This is what came out from my research:
 - a. *Scarpetta* is not well known in California, more in New York and Rhode Island
 - b. International words like pasta, pizza, ragù or pane are well known everywhere
 - c. Italian red wine is more researched by San Francisco residents
 - d. Lots of website say that Italian food is the best in the world
3. There is definitely a positive sentiment about the category. Italy is loved by everyone and the food culture is pretty popular in US. Unfortunately, is just the tip of the iceberg. There is a lot of misinformation about the real Italian recipes. When the Italians came here at the beginning of the last century, they brought their recipes but then, after generations, the American culture changed them. You can find Fettuccine Alfredo or Spaghetti with meatballs easily in the north beach menus but those are not real Italian recipes.

4. The first one is an Instagram post from a competitor who makes homemade pasta and other Italian recipes. The caption is “What else?”. It’s simple but effective. The second one is the explanation of the meaning “Scarpetta” by a roman page, nice and informative. The third one is from an Italian winery; the line “Do you miss summer?” is engaging, by suggesting the consumer to go and have a taste of good wine in order to remember the summer.





italywinetour • Segui ***

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☀️🍷😌

Cantina del Vesuvio Winery -
Campania

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•
📷 Photography
@cantina_del_vesuvio_winery
.....
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Piace a 198 persone
3 ORE FA

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