



Marketing Communications Plan

Amber Hughes



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1. Situation Analysis

As a New York City based, fast casual, Mediterranean restaurant, Nanoosh is looking to expand to Boston. With all locations centralized in Manhattan near gyms, universities, and business/financial areas, an opportunity arises to expand to cities with similar niche markets. An increasingly growing industry with a large target audience, Nanoosh's main consumer is 20-35 year old, young Millennial professionals based in urban areas who highly value a health conscious lifestyle as they balance work and play. Tying into the attributes of the fast-casual dining industry, these consumers favor transparency between food, restaurant, environment and consumer. These "label readers" are living a fast-paced lifestyle, but do not want to sacrifice their health or taste of food for time and are willing to pay the extra dollar for a nutritious, organic, and sustainable meal that fits into their time constraints with ease. Here is where the opportunity lies given the fact that Boston does not have any direct competitors to Nanoosh particularly in Back Bay and the financial district but more importantly the largest demographic of working professionals in Boston is aged 20-35 and 44.3% of the adult population has at least a bachelor's degree. The fast-casual dining industry has seen immense growth since its birth in 1999 increasing 10 times that of the fast food industry with Millennials as the largest consumer. It is important to note that less than 50% of business is derived from full-service dining in the \$22 billion industry, meaning that takeout, ordering online, and delivery are huge money makers and are areas of opportunity. USP's of Nanoosh over competitors are the open access kitchen in each location that allows consumers to see the food prepared in a welcoming setting along with their fresh, organic, simple food that is prepared in house daily not frozen or delivered. In NYC, Nanoosh has direct competitors in the Mediterranean fast casual dining, but Boston competitors include SweetGreen, Dig Inn, Pret-a-Manger, and B. Good which offer similar health conscious cuisine with additional value such as emailing lists, coupons, promotion, and advertising. Nanoosh has no traditional promotion or advertising in any form (print or online) other than small in-store events. With that said, opportunity lies in building and curating an additional lifestyle online and offline for the consumer to become part of, along with creating contact points with the consumer via email and social media. Furthermore, lack of education of the Mediterranean diet and its health benefits in new markets poses another threat to Nanoosh.

2. Objective

1. Introduce the Mediterranean diet to the Boston market
2. Increase awareness of Back Bay location
3. Generate excitement and create hype for the new location
4. Position Nanoosh as a pioneer in Mediterranean cuisine

3. Strategy

1. Educate the consumer about the health benefits of the Mediterranean diet
2. Increase awareness of ease of take-out options (take-out, mobile, and online ordering)
3. Increase awareness of the convenience and ease of Nanoosh as a healthy place to eat for lunch and dinner
4. Build credibility that Nanoosh is a genuine provider of simple, organic, sustainable health conscious cuisine
5. Create an AD campaign both on digitally and print

4. Messages

1. Nanoosh's menu is easily customizable
2. Nanoosh caters to working professionals on the go with walk-in, take-out, online and mobile ordering
3. Not all calories are created equal. Nanoosh leaves you feeling full and satisfied while also nourished and healthy.
4. The Mediterranean diet's heavy use of olives provides long-term health benefits such as the prevention of cardiovascular disease
5. Using the mobile app to order seamlessly fits into the busy lifestyle of the young, modern, Boston professional
6. Nanoosh offers a modern twist on traditional Mediterranean dishes.

5. Tactics

	J a n	F e b	M a r	A p r	M a y	J u n e	J u l y	A u g	S e p	O c t	N o v	D e c
MBTA Ad campaign	X	X	X						X	X	X	
Blog curation	X	X	X	X	X	X	X	X	X	X	X	X
Launch mobile app		X	X	X	X	X	X	X	X	X	X	X
In store events	X				X	X	X	X				
Press release	X			X		X						
Media kit	X					X						
Participation/ catering local nutritional events (farmers market, etc)			X	X		X	X	X	X	X		
Coupons/loyal ty program (all year)/samples for local businesses	X	X	X	X	X	X	X	X	X	X	X	X
Store openings (soft/grand opening)	X					X						
Social media campaign/cur ation	X	X	X	X	X	X	X	X	X	X	X	X

Note: The store will open in January but have a grand opening in June.

6. Evaluation

A strong KPI for Nanoosh would be to monitor the engagement and increased following on social media by essentially running a social media audit. Similar to that of the social media audit, an audit on blog engagement and reading would also be helpful in understanding the digital performance of Nanoosh. A content analysis of the amount of vast media coverage and tallying coverage from key Boston influencers and media is vital in evaluating Nanoosh's objectives. The amount of coupons given out compared to those redeemed, the number of participants of the loyalty program and email newsletter, and the amount of participants of in-store events and fitness collaborations are also KPI's. Another great evaluation tool is a simple question at check out both in store and online of "How did you hear about us?" to measure the effectiveness of their advertising and which platform works best (online and print) as well as if their participation in events and samples to local businesses worked.

Sources

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Positioning Statement

To young, modern Boston professionals Nanoosh is the fast-casual restaurant that offers a variety of customizable modern Mediterranean cuisine because each dish is the packed with healthy and nutritious ingredients while leaving the consumer full.

Company Backgrounder

Established in 2007, Nanoosh is pioneering the fast-casual dining industry with organic, customizable modern Mediterranean cuisine. Founded by David Kostman, Zwicka Pres, and Hugo Trinquier, Nanoosh serves healthy Mediterranean cuisine reminiscent of that in which they grew up eating. With its first location on Broadway, the company now operates five Manhattan locations and one in Berlin, Germany. All locations seamlessly merge full table service settings with the convenience of carry-out, delivery, and online and mobile ordering.

Nanoosh emphasizes simple contemporary Mediterranean cuisine designed to balance proteins, grains and veggies to create filling but light dishes. Fresh, sustainable, quality ingredients are the core of the company's modern twist on the traditional Mediterranean diet. Nanoosh's main dish, the Powerfood Plate, encourages customization through a number of options to combine any of their house marinated proteins with ancient grains, veggies, feta, and an array of Mediterranean sauces. Variety continues with soups, salads, sandwiches and handcrafted hummus bowls. At the foundation of the company, the Mediterranean diet serves a vital role in food to atmosphere at Nanoosh. An open kitchen is prominent in each location, integrating transparency from front of house to back of house, from consumer to restaurant.

From ethical working conditions, sustainable practices, and local and global community engagement, Nanoosh is equally committed to community engagement. Nanoosh gives back to the community in various ways from funding the annual Run for Charity benefit marathon in New York City to backing Israeli based tech start-up, Yevvo.

Using the philosophy of good food that's good for you, Nanoosh has managed to solidify a cuisine easily adaptable to many dietary needs within the company's first decade. Catering to vegetarian, vegan, gluten-free, lactose free, food allergies, and more, Nanoosh is a leader in individual dietary restrictions. Collaborations in part with top dietary organizations include The National Sanitation Foundation, The Gluten-Free Certification Organization, and The Lactose Intolerance Global Network.

Beat the Winter Blues with The Freshness of the Mediterranean

Escape the cruel winter weather with easy tips to make any meal a refreshing trip for your mind and body.

As winter approaches, many of us are still stuck at work with vacation plans seeming far off into the distance. The clear skies, blue oceans, and white sands of the Mediterranean seem light years away from the grey pavement of Boston. Sweaters, jackets, and boots make bikinis seem a relic of the past. Traveling abroad may not be scheduled into the day planner anytime soon but doesn't mean food can't be an escape from the harsh weather outside. Try these simple tips to perk up any meal for a full on fledged mouthful of the Mediterranean in all its refreshing goodness without leaving the East coast.

Tzatziki – A traditional sauce, tzatziki (*ta-ze-key*) is light and refreshing reminiscent of the breezy beaches of the Mediterranean. Easy to make, mix together Greek yogurt, chopped cucumbers, and chopped mint in a bowl and drizzle on any sandwich or salad. Too mild? Kick it up a notch with some cilantro or jalapeno for a slight spice.

Hummus Wrap – A key ingredient of the Mediterranean diet, hummus comes in a number of flavors from sundried tomato to traditional lemon garlic. Simply grab a whole grain wrap and line the inside with any flavor of hummus. Toss together spinach, feta, olive oil, and lemon in a bowl and stuff the wrap. Simple, healthy, and fresh.

Quinoa Bowl – Whole grains are essential to the Mediterranean diet for their high protein and fiber content and quinoa (*keen-wa*) is no stranger. Treat this exotic grain as if it were white rice for a stir-fry. Cool off some cooked quinoa and toss it together in a mixing bowl with chopped veggies, feta, olive oil, and seasoned chicken.

Winter may be around the corner and holidays may elicit a busy stress induced season but don't panic - allow food to be an escape. Try a tip or two and slip into a moment of calm, even if it's a thirty-minute lunch break. Your mind and your body will appreciate it.

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FOR IMMEDIATE RELEASE

**BACK BAY'S NANOOSH CELEBRATES INTERNATIONAL HUMMUS
DAY WITH FREE HUMMUS BAR**

*Guests design individual personalized Mediterranean meals on May 13th's all day
hummus bar.*

Boston, Mass (April 13, 2017) - On May 13, Back Bay's first fast-casual Mediterranean restaurant, Nanoosh, will be tabling up an all-day hummus bar free of charge in celebration of International Hummus Day. Nanoosh will take part in globally recognized festivities as the world celebrates the simplicity of hummus as a key staple in the Mediterranean diet. Guests will walk away with a personalized sampling of hummus and a number of additional pairings designed to seamlessly complement each of the six hummus' available for trying.

-MORE-

David Kostman, Nanoosh co-founder, says, “We want the busy Bostonian to know that hummus is not just a dip, but a filling, healthy meal when paired with assorted ingredients. It is so quick to prepare at home, store in the fridge for later, or grab on the go”. The modern Mediterranean cuisine at Nanoosh shares similar attributes Kostman says, “Simple, timeless, and delicious. Good food that’s good for you. That’s our motto”.

Nanoosh’s International Hummus Day celebration will include six flavors: traditional, roasted red pepper, cilantro jalapeno, tahini, mashaba, and sundried tomato. To promote the importance of customization within the Mediterranean diet and Nanoosh’s cuisine, guests will be able to mix and match designated pairings to build a mini “Powerfood Plate” to take home. Pairings include: ancient grains such as farro and quinoa, proteins including 12-hour marinated chicken or baked falafel, tabbouleh, and a number of exotic sauces such as green tahini and spicy red jalapeno cilantro hot sauce. The free hummus bar and take home mini “Powerfood Plate” is free to all those willing to spend some time to learn about the freshness and personalization of the Mediterranean diet.

About Nanoosh

Nanoosh is a New York City based fast-casual restaurant that delivers organic, simple, customizable modern Mediterranean cuisine. Established in 2007, Nanoosh has five locations centered in Manhattan, one in Berlin, Germany and recently, one in the Back Bay area of Boston. Founded by current CEO David Kostman, Zwicka Pres, and Hugo Trinquier, Nanoosh continues to pioneer the fast-casual dining experience from simple, fresh ethically sourced ingredients to the convenience of carry-out, delivery, and online and mobile ordering.

-END-

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May 13, 2017

Kyle Scott Clauss
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Dear Mr. Clauss,

As active citizens, 83% of Millennials believe that businesses should be engaged in societal issues. More than ever, consumers today not only care about the service and product provided but also a brand's social responsibility. Whether it's community engagement or a carbon footprint, transparency is vital in small businesses, especially restaurants where 80% of consumers want to know more about sourcing. Even more alarming is the idea that 87% of Millennials are willing to purchase a meal they perceive is nice even if money is tight. Knowing that young consumers are willing to spend money and time on prepared food that's good for them, the environment, and the community, urges businesses to take an avid stance on issues in line with the brand and, more importantly, the consumer.

Boston newcomer, Nanoosh, isn't shy in putting their social responsibly on display. The importance of sourcing ethically locally and globally is the backbone of this small New York City based Mediterranean restaurant. With just a handful of locations based in NYC and one in Boston, Nanoosh manages to take a lead in organically and ethically sourcing nearly all ingredients. By sourcing the finest ingredients in the most sustainable methods possible, freshness remains intact and the businesses' carbon footprint is reduced. Saving the planet is not Nanoosh's only concern either. Taking note from consumer interest, the brand finances local organizations to promote healthy eating among school children.

Local small businesses need to be aware that Millennials today are spending more time and money in brands that are engaged in societal issues. Having been in Boston for a few months, Nanoosh's business is seeing an increase as the brand engages the local community in great strides while reducing their carbon footprint. To gain greater insight on how Nanoosh has tapped into the relevance of transparency to boost business, I'm more than happy to set up an interview with David Kostman, CEO of Nanoosh. More importantly, please note the attached free meal coupons for you and a friend to come and experience the brand for yourself. I will follow up in two weeks but in the meantime, feel free to reach me at 508.735.9489.

Sincerely,
Amber Hughes



**A Night in the Mediterranean – Nanoosh Grand Opening (media event)
Fact Sheet**

DATE: Wednesday, June 18, 2017

TIME: 6:30 pm – 9:30 pm

LOCATION: 435 Boylston Street, Boston, MA 02115

OVERVIEW: Nanoosh is celebrating the grand opening of the chain's first Boston location in the Back Bay area. The New York City based fast-casual restaurant is hosting this invite only event to give the local media a taste of the Mediterranean. A modern take on traditional Mediterranean cuisine will be served allowing participants to customize every dish. Celebrity cook Rachael Ray will host the event, ending with a talk on the east and benefits of the Mediterranean diet through her first-hand experience.

SCHEDULE:

6:30pm: Networking with light cocktails and refreshments
7:00pm: Introduction by CEO, David Kostman
7:10pm: Dinner served
8:00pm: Guest speaker, Rachael Ray
8:45pm: Deserts served hors d'oeuvre style, networking, questions

SPEAKER: Rachael Ray - celebrity cook, author, Mediterranean diet advocate

COST: None

RSVP: Tuesday, June 1, 2017

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ABOUT: Established in 2007, Nanoosh is a fast-casual restaurant delivering simple, customizable modern Mediterranean cuisine. The menu offers a variety of dishes made with organic, fresh, ethically sourced ingredients created daily in house. Nanoosh offers table side service, carry-out, delivery, online and mobile ordering.

FOUNDERS: David Kostman, Zwick Pres, Hugo Trinquier

CEO: David Kostman

HEADQUARTERS: New York City, New York

LOCATIONS: New York City, Boston, and Berlin, Germany.

FIGURES: \$9 million total revenue 2015

EMPLOYEES: 50-60

PRODUCT: Customizable modern Mediterranean cuisine ranging from \$2.95 – \$10.25
Powerfood plate – Combines proteins, grains, vegetables, feta, and modern/traditional sauces
Soups and salads
Sandwiches and wraps
Hummus plates – Hummus topped with optional protein or vegetables
Sides, desert, and drinks

DIETARY NEEDS: Gluten free, vegan, and vegetarian options available

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Rachael Ray Speaker Bio

Rachael Ray is an American celebrity cook, author, businesswoman and television personality. The New York native hosts three Food Network television series as well as a daily syndicate talk show, *Rachael Ray*, airing on NBC. As of September 2016, *Rachael Ray* entered its 11th season. Ray's Food Network cooking show, *30 Minute Meals*, boasts 28 seasons of easily prepped meals based on a Mediterranean diet prepared within 30 minutes. In addition to television, Ray backs a monthly food and lifestyle magazine, *Every Day with Rachael Ray*, first launched in 2005 and has published 27 cookbooks.

Despite Ray's enormous success, Ray has no formal culinary training. Born into an Italian family, Ray credits her interest in the food industry to her Sicilian and Cajun ancestry along with her mother's restaurant management career throughout Ray's childhood. Prior to stardom with Food Network, Ray followed her mother's footsteps working as a manager in the fresh foods department at Macy's in New York City. From here, Ray managed a pub at a New York hotel followed by a buyer for a gourmet market in Albany, New York. Inspired by those around her who were reluctant to take time to prepare meals, Ray began teaching early versions of her "30 minute meals" in her local area. Ray's local CBS affiliate picked up her courses, airing them to the local broadcast, and she soon made public radio appearances, and launched her first book. In 2001, Ray made a pivotal appearance on the *Today Show* which led to her initial contract with Food Network. From here, the rest is history.

Rachael Ray is a three time Daytime Emmy Award winner for both Best Outstanding Service Show and Best Outstanding Talk Show. Ray has also been named one of *Time Magazine's* 100 most influential people in 2006 and named the 2011 People's Choice Award for Favorite TV Chef. In 2006, Ray launched *Yum-O!*, a non-profit organization to help families and children to develop healthy relationships with food and cooking through cooking education and feeding hungry families.



Photo opps available
One on one interviews can be arranged upon request

Media Alert

What: Nanoosh is celebrating the grand opening of the chain's first Boston location in the Back Bay area. The New York City based fast-casual restaurant is hosting this invite only event to give the local media a taste of the Mediterranean. A modern take on traditional Mediterranean cuisine will be served allowing participants to customize every dish. Celebrity cook Rachael Ray will host the event, ending with a talk on the east and benefits of the Mediterranean diet through her first-hand experience.

Who: Rachael Ray – celebrity cook, author, and Mediterranean diet advocate

When: Wednesday, June 18, 2017

Where: 435 Boylston Street, Boston, MA 02115

Media Contact:

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Brief Speech Outline

- Introduction
 - Welcome guest
 - Introduce yourself
 - Introduce the focus of the evening (Mediterranean diet)
 - My relation: Weight loss, simplicity of diet
- Point #1 – What is the Mediterranean diet
 - Fresh foods
 - Proteins and fibers
 - Herbs and spices
 - Sweets – dried fruit
- Point #2 – Healthy fats and carbs
 - Olive oil
 - Whole grains
- Point #3 – Ease of diet
 - Quick and convenient
- Conclusion
 - Recap: healthy fats, carbs, proteins
 - Aid in weight loss
 - Good for on the-go lifestyle
 - MAIN FOCUS: swap bad for good
 - Thank you and CTA (come say hi/swag bag)



Rachael Ray Speech

Welcome. Welcome. I am Rachael Ray and thank you guys for coming to this little shindig tonight. I hope you all enjoyed dinner, I know I did. This stuff is delish! I know some of this food, or this style of food may have been new to many of you so I am going to talk a little about the Mediterranean diet slash...lifestyle tonight. I'll get into what the diet actually consists of plus its benefits in a few but real quick...nuts, fresh fruit, veggies, fish, grains, water, wine. Done. Done. And done. The Mediterranean lifestyle is super easy...fresh and quick food that is healthy for you in all the right ways, meaning light filling dishes that are nutritive. Honestly, I credit my sexy figure to this diet. A few years ago I dropped two pant sizes and two inches from my waist eating and cooking like this....with exercise too but we all know that's a necessary evil! I did it and I *know* you guys can do it to. I thought in NYC we had busy schedules but you guys here in Boston give us a run for our money so no worries...you guys *can* do this diet. With that said, let's get into it!

First, what *is* the Mediterranean diet? I bet you're all thinking hummus and wine. Delish! I love them too...but, there is so much more to it. The diet is big on fresh foods – fruits and veggies. Anytime you can grab some fresh goodies, do it. You get the most vitamins this way and they are super easy to prep. I'm not talking anything extensive here, try some dark leafy greens, sliced carrot sticks, juicy tomatoes, throw it in a bowl, toss in some feta, drizzle some EVOO, done! Next, proteins and fibers. It's big on fibers from grains and nuts and proteins like fish and chicken but that's coming in more detail soon. You know, I got this whole thing planned... Another key factor is herbs and spices. Make it sexy - whip up a quick tahini or tzatziki, season those (mild) meats, throw some cilantro, paprika, lemon together and rub it on that sucker. Super simple. Lastly, the sweets. Don't get me wrong, I love sweets but replace one of those cupcakes with some fresh fruit...or even try it dried. Trust me, you'll still get your sugar fix and it's small so you can snack *all* day and you won't feel bad. Dried mango is my fav plus it's super easy. Throw it in a Ziploc and snack all day guilt-free.

Perrrrf! Let's move on. Let's get into the nitty gritty here – healthy fats and carbs. This is not a diet that limits yourself from eating but on the contrary embraces eating! Who wants to be hungry all day? The Mediterranean diet is so smart in that you can eat, and eat because these dishes

use ingredients that balance flavor and nutrition in calories that are good for you, valuable and essential to your body. For instance, take this guy EVOO. My favorite: extra virgin olive oil packed with vitamin E and K, tons of antioxidants, and the *right* fatty acids. This replaces butter making it a *healthy* fat. Instead of slapping some butter in a pan to sauté some veggies, hit it with some EVOO and just wait to taste the magic. Trust me. About those grains I mentioned earlier.. Carbs get a bad wrap. I get it, refined carbs aren't the best options out there so switch 'em for whole grains. These suckers right here- whole grain quinoa, bulgur, brown rice, whole wheat. Without getting too technical, refined grains can raise fat in the blood and cause heart attack, stroke, weight gain..it goes on. But whole grains can actually prevent health issues. Whip up a stir-fry with one of these babies or lay some marinated chicken breast and broccoli on a bed of bulgur. Yum! How easy is that?

And speaking of easy...The Mediterranean diet is super quick and convenient and you know me. I LOVE quick and convenient. Those grains I showed you, cook a few handfuls, throw it in some tupperware, and stash it in the fridge for later use in the week. Whip up some tzatziki – take out that greek yogurt you keep around for breakfast, chop up some cucumber, throw in some mint and done! Seriously, this stuff cannot get any easier. This is *why* I love this diet. It's so simple and quick.

I know you got this! The Mediterranean diet seems simple, and it is! Fresh ingredients balanced with healthy fats, proteins and *good* carbs. Again, look at me, two pant sizes and two inches later and I'm still looking good. Plus, eating Mediterranean style is perfect for that on the go lifestyle. Throw it in a Ziploc, toss it in a tupperware, it stores easy and keeps in the fridge. I know, I know, I've been speaking for a while and I know you want desert huh? I mean, come on, I do. Keeping it short, don't be afraid to try new things. The main focus of the diet is simply swapping out the bad for the good: refined, processed goodies with whole grains, butter with EVOO, and processed fruits and veggies for fresh. Afraid to commit? Don't go cold turkey! Simply try a switch or two once a week or when you get the chance. You'll feel and taste the difference. With that said, thanks for coming out tonight guys. I'll be around for pics and questions after desert so stop by – say hi, chat, lets talk! Don't forget your swag bags when you get up from the table, I heard there's free meal coupons in there! Other than that, eat up!

Evaluation

Overall, for this class I feel as though I had learned many things and even more so, applied what I was learning through the creation of my own communications plan. Going into this class, I knew of some of the documents we were going to be learning but I did not necessarily know about the structure or the best practice of when and where to use them. One of the biggest take aways from this class would be exactly when and where to use these documents particularly in the timeline of my communications plan and to exactly what media outlets these things are geared towards. At the beginning, I did not fully understand the MPR but as we developed other documents to align and support the MPR it began to take shape and I understand it now. Also, the most challenging document for me was the digital content piece as I had trouble trying to make it sound less promotional. In evaluation of the speech, I did well in addressing my character through the speech's context and tone. I enjoyed the class and looking through this final project I am proud of the improvement I have made both in my work but for myself in understanding the strategies and messages of these documents for the media.