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# Agenda

Problem / Solution

Brand & Elements

Market Parameters

Creative Brief

Strategy & Marketing Tactics

Financials / Logistics

Recap



# Problem ✕

## **What Does Safe Chef Solve?**

People all around the world have certain dietary sensitivities, specifications, and requirements. 20 Million people in the United States alone are from food allergies. This leaves millions of people struggling to find safe and tasty food alternatives.

# Solution

## **The Value that Safe Chef Brings to the Table**

Safe Chef commits to handling your food with the utmost care and attention. Keeping all allergenic foods separate in our packing process, Ensuring 100% safe, uncontaminated food straight to your door!

Curating each dish specifically for your dietary needs, designed to bring safety and convenience without sacrificing the flavor and freshness



# Mission & Vision

## Mission

At Safe Chef we strive to provide a more inclusive experience to those who are seeking peace-of-mind in meal preparation without compromising flavor, quality, or variety.

## Vision

We aim to eliminate the fear around meal alternatives for all people with food sensitivities, and socially conscious meal choices.



# Brand Kit

For creativity and consistency in the  
Safe Chef brand

Logos, Colors, & Fonts





# Logos & Symbols

Main Logo



Utilized for all packaging, email, website, and social media branded materials.

Symbol



More playful symbol - utilized for stickers and stamp of quality on ingredients

# Color Palette

These colors reflect our brand's identity and personality



Strong, Freshness, Confident, Upscale, & Prestige



# Font

## Font Overview

### Fraunces

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz  
xyz1234567890!@#\$%^&\*()

### Lato

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz1  
234567890!@#\$%^&\*()

## Font Personality

### Fancy & Modern

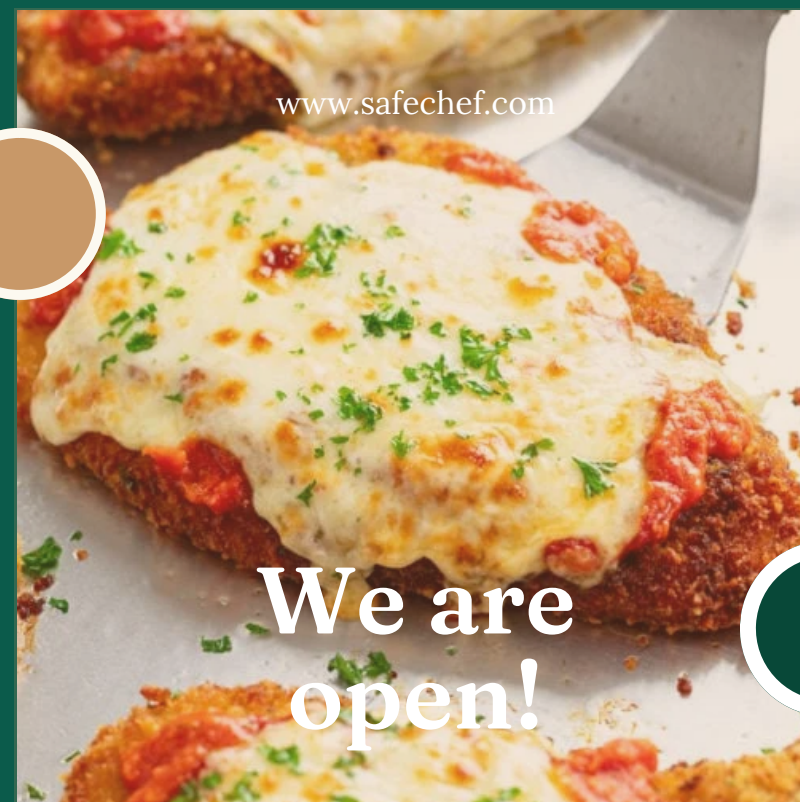
This text is used for our headings for all of our graphics. This font portrays a fancier brand personality that relates to the quality of the product.

### Clean & Professional

This font is used for Save Chef's logo and subheaders/text-based information. Sanserif font gives the brand a trustworthy and modern personality.



# BRAND PHOTOGRAPHY



# MOODBOARD



# 5 C's

## Company

- Lean on Safety
- Allergy and Sensitivity Focussed

## Customer

- Males & Females
- 25-60
- Focussed on finding convenient & safe alternatives

## Competition

- Hello Fresh
- Blue Apron
- Purple Carrot

## Collaborator

- Food Alternative Brands
  - Banza, Beyond Meat
- Influencers with Allergies or Sensitivities
  - Leslie Bari
  - Food Allergy Paddy

## Context

- Customer Retention is Low
  - 15% - 5%
- Increasing Number of People with Allergies in America
- Families have yearly cost of \$4,000 for allergies

# SWOT

## Strength

Differentiation

Strong Reasons  
to Believe

Resonates at  
Emotional Level

## Weakness

High Ingredient  
Procurement  
Costs

12-27% Increase  
Just for Celiac

Hyper Vigilant  
Customers

## Opportunity

Growing Market  
Size

6.2% Allergies  
5% Vegetarian  
3% Vegan

Room for  
Expanding Targets

## Weakness

Restaurants are  
Increasing  
Alternatives

High  
Uncertainty in  
Industry



# Perceptual Map





# Creative Brief



# Safe Chef

For Peace-of-Mind in the Kitchen



## Details & Approvals

Our approvals detail that Safe Chef's CMO needs to sign off on our creative brief for the launch strategy and marketing tactics

## Executional Guidelines

Packaging and ads must include either the original Safe Chef logo or the SC symbol.

All statistics and referenced information must be from reputable organizations.

Marketing materials should utilize brand guidelines including color palette and fonts.

## Company Background

While the meal subscription market is dominated by Hello Fresh, with a market share of 74% as of 2022, there is an opportunity to provide meal kits that serve people with food sensitivities and preferences in the market. While Hello Fresh and Purple Carrot have some capabilities to cater to alternatives, there is no company that can serve all consumers with unique needs without exclusion.

## Requested Project

Develop an integrated ad campaign that utilizes digital and traditional ad techniques that generate brand awareness and interest during the launch of Safe Chef into the meal subscription service market. These ads should differentiate the brand from existing competitors as the meal service that caters to consumers with unique food needs.

## Launch Objectives and Success Criteria

Campaign Purpose: To connect with food sensitive consumers and initiate problem recognition as well as communicate a solution to their 'problem'

Campaign Goal: To gain 20,000 new customers in the 1st quarter

## Target and Deep Consumer Insight

Target: Consumers looking for relief from cooking all their meals out of fear of cross-contamination. Some have tried other meal services but found that they did not have the ability to appropriately cater to their needs.

Consumer Mindset: "While many people eat without worry, I am frustrated that my food sensitivities cause me to be hyper-aware of my food decisions. It is difficult for me to eat at restaurants or find recipes for me. I am looking for convenience and a relief from grocery shopping to find alternative ingredients.

## Communications Strategy

Benefit: Safe Chef is the only meal kit delivery service that caters entirely to people with food sensitivities and lifestyle preferences.

Reason to Believe: We take all precautions to separately prepare ingredients, source the highest quality food, and utilize chefs to customize to unique needs.

Brand Personality: Safe Chef is an extension of convenience and comfort, ensuring consumers feel safe and excited when eating.

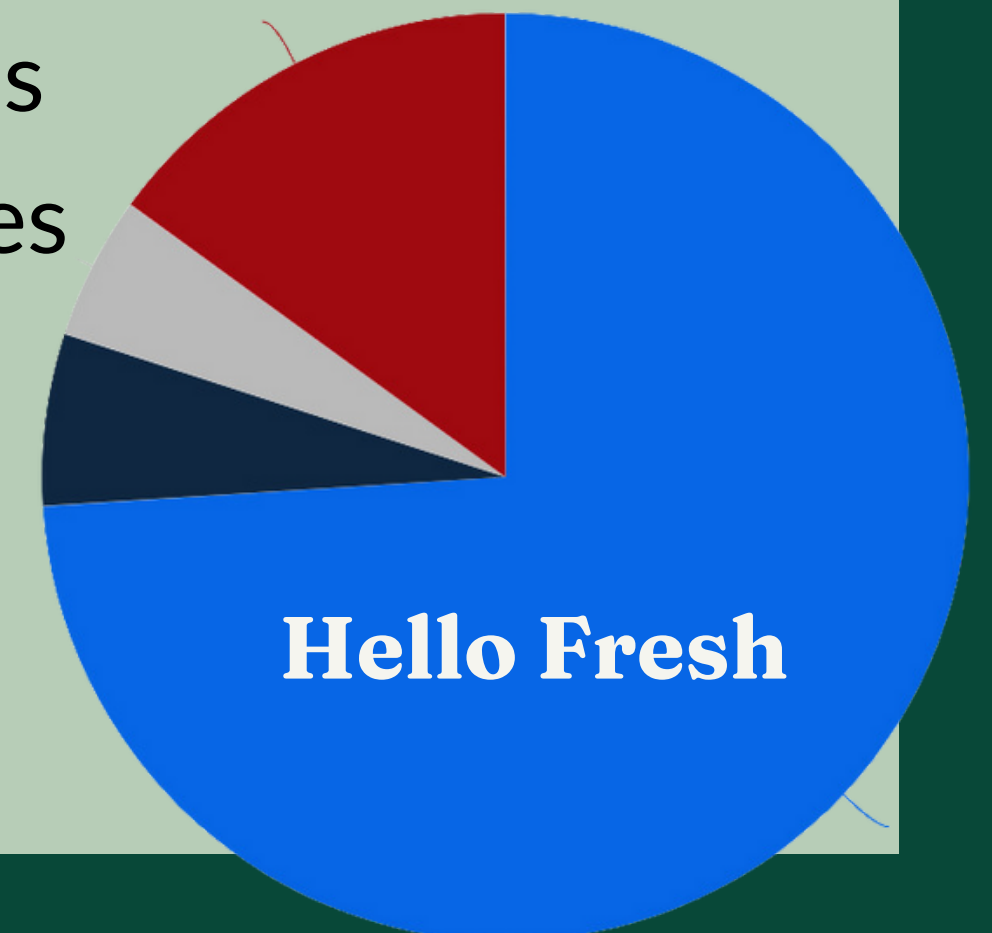
# Company Background

Meal subscription service market is dominated by Hello Fresh

- Market share of 74% (2022)

Opportunity in the market

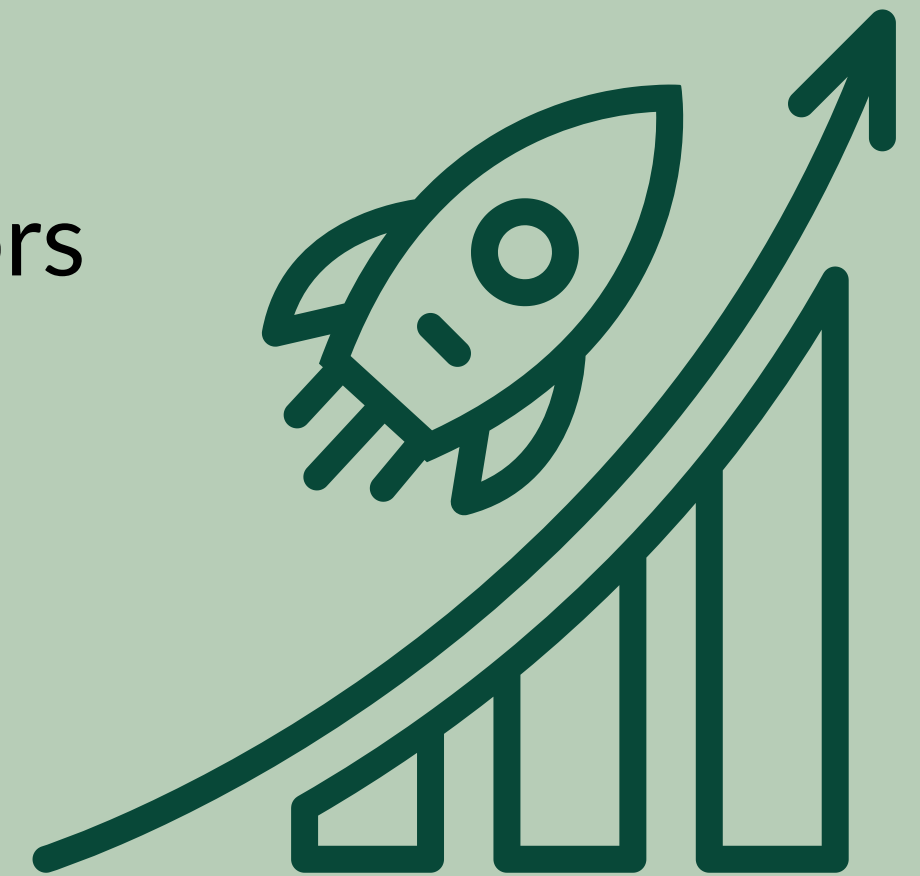
- Serve people with food sensitivities and preferences
- Hello Fresh and Purple Carrot have some capabilities
- 2021: 6.2% food allergies in U.S.
- 2018: 5% vegetarian, 3% vegan



# Requested Project

Develop an integrated ad campaign that utilizes:

- Digital and traditional ad techniques
- Goal: Generate brand awareness and interest during the launch of Safe Chef
- Differentiate the brand from existing competitors





# Launch Objectives and Success Criteria

## Campaign Purpose

To **connect** with food sensitive consumers and **initiate** problem recognition as well as **communicate** a solution to their 'problem'

## Campaign Goal

To gain 20,000 new customers in the 1st quarter

# Target and Deep Consumer Insight

## Target

Consumers looking for relief from cooking all their meals out of fear of cross-contamination. Some have tried other meal services but found that they did not have the ability to appropriately cater to their needs. Some are tired of constant grocery shopping for alternatives.



"While many people eat without worry, I am frustrated that my food sensitivities make me hyper-aware of my food decisions. It's difficult for me to eat at restaurants or find recipes for me. I'm looking for a relief from grocery shopping to find alternative ingredients"



Consumer Mindset



# Communications Strategy

## Benefit

Safe Chef is the only meal kit delivery service that caters entirely to people with food sensitivities and lifestyle preferences.

## Reason to Believe

We take all precautions to separately prepare ingredients, source the highest quality food, & utilize chefs to customize to needs

## Brand Personality

Safe Chef is an extension of convenience and comfort, ensuring consumers feel safe and excited when eating.

# Executional Guidelines

Guideline #1: Packaging and ads must include either the original Safe Chef logo or the SC symbol

Guideline #2: All statistics and referenced information must be from reputable organizations

Guideline #3: Marketing materials should utilize brand guidelines including color palette and fonts





A close-up photograph of a person's hands. One hand is holding a black pen and signing a document. The other hand is gesturing with the index finger pointing up. The document has some text and a blue and red line. A dark green square with the text 'SAFE CHEF' is overlaid on the left side of the image.

SAFE CHEF

## Details & Approvals

Our approvals detail that Safe Chef's CMO needs to sign off on our creative brief for the launch strategy and marketing tactics

# Segmentation, Targeting, & Positioning





# Segmentation



College  
Students

Families



DINKS



The True  
Allergist



Crunchy  
Cate



Faith Bound



# Segmentation



College  
Students



Families



DINKS



The True  
Allergist



Crunchy  
Cate



Faith Bound



# Target Personas



**Cate Crunch, 25**

Archetype	Crunchy Cate
Gender	Female
Income	\$75,000
Education	B.S. Dietetics
Occupation	Nutritionist
Location	Los Angeles, CA
Relationship Status	Single
Priorities	Quality, Safety, & Health Benefits, Transparency in Sourcing
Tier	Tier One



**Al Ergy, 27**

Archetype	The Allergist
Gender	Male
Income	\$95,500
Education	MBA in Accounting
Occupation	Chief Financial Officer
Location	New York City, NY
Relationship Status	In Relationship
Priorities	Safety, Quality, & Taste
Tier	Tier Two



**Milly Miller, 30**

Archetype	The Miller Family
Gender	Female
Income	\$150,000
Education	MS Marketing
Occupation	Middle School Teacher
Location	Atlanta, GA
Relationship Status	Married
Priorities	Children's Preferences, Convenience, & Safety
Tier	Tier One & Two



# Positioning

"For individuals seeking a safe haven from their food sensitivities and preferences, Safe Chef is the ultimate tier-based delivery food subscription box with a commitment to delivering unparalleled culinary experiences for unique dietary needs without compromising ingredient quality, taste, or peace-of-mind."

# The Four P's



# Promotion

## Digital Media

Search Marketing

Social Media Marketing

Digital PR

Digital Partnerships

Digital Messaging

## Paid Media

Pay-Per-Click

Paid Social

Consumer Testimonials

Affiliate Marketing

Pushed emails

## Owned Media

Organic SEO

Organic Social

Cooking Blogs

Food Co-branding

Email marketing

## Earned Media

Backlinks

Earned Mentions

Food Influencer Outreach

Food Co-marketing

Partner emails

## Traditional Promotion

Billboards

Newsletter

Press Release





# Product

Allergy/Specification Safe  
process to obtaining curated  
meals by a professional chef

## Tier: 2

Customers create a personal  
profile that determines a  
customized meal kit package

- Nut Free Meal
- Pescatarian Meal
- Vegan Meal
- Vegetarian Meal
- Gluten Free Meal
- Dairy Free Meal
- Seafood Free Meal

## Tier: 1

# Price

- Subscription level pricing with fluctuating price leaning towards the higher end price selection, value-based pricing
- Our prices are based on our 12 meals minimum

## Tier 1

- Preselected Meals
- Frequency of meals can be selected
- Serving size can be selected

\$120.00/month per person + shipping and tax

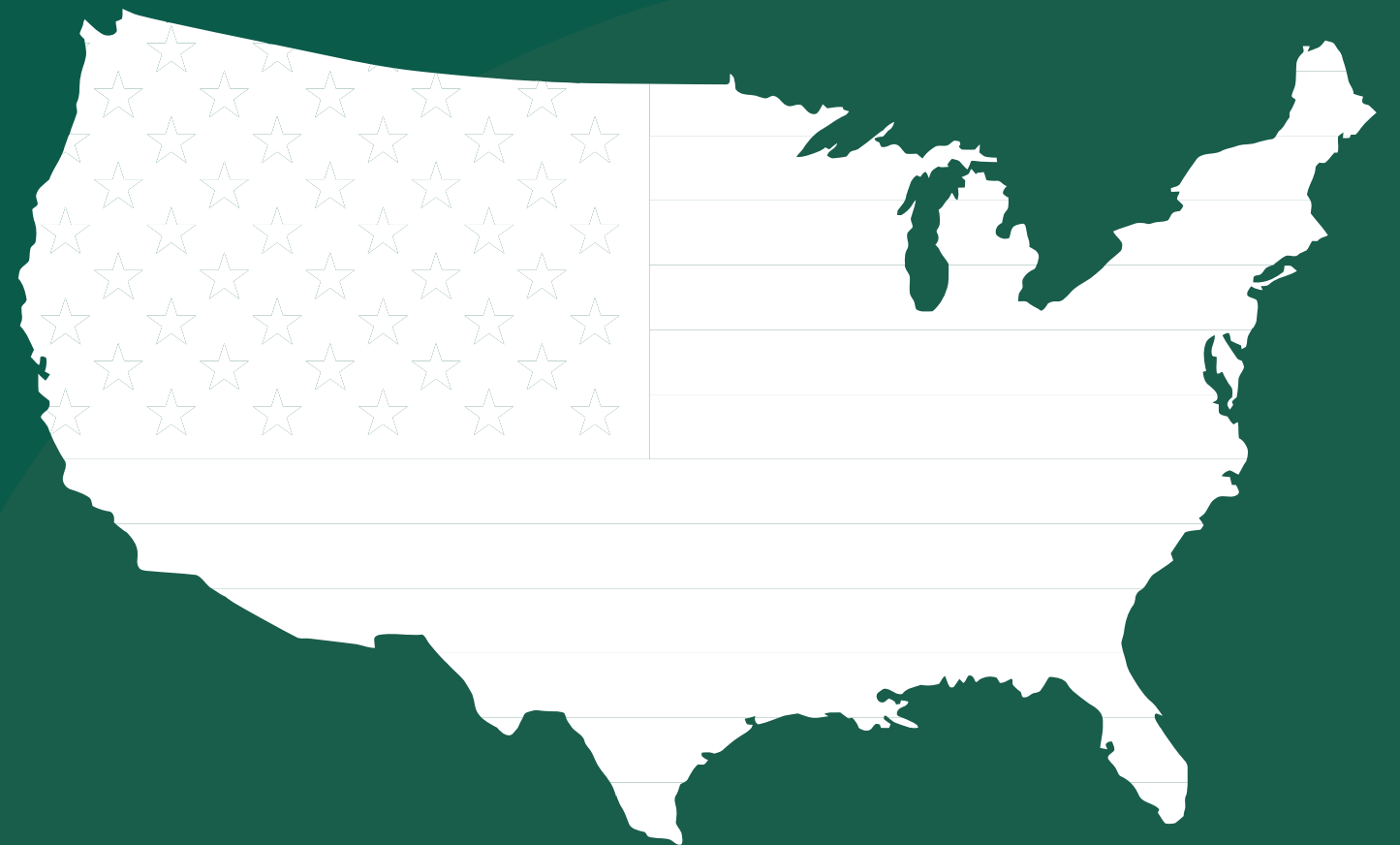
## Tier 2

- Customizable Meals. Consumer can select any and all preferences -> SafeChefs then curate a meal catalog for this profile
- Frequency of meal can be selected
- Serving size can be selected
- Roll over allotment (Vacation)

\$180.00/ month per person + free shipping and tax

# Placement

Nationwide / Subscription Box service, direct to consumer, e-commerce





# Marketing Objectives

## SMART Goals

- Grow our tier 1 and 2 customer base to 50,000 each within the first year
- Reach \$45 million in revenue within the first year
- Increase app downloads by 25% within first year of launch
- Obtain 50,000 followers across Instagram, Facebook, & TikTok within the first year of launch
- Retain 25% of customers from first month orders into the second month
- Obtain 5% market share of meal kit delivery services within first year after launch
- Have 20% open rate from existing customers subscribed to emails



# Media Mix

# Social Media Channels

## Owned

- Includes our social media channels, apps, and website
- Instagram, TikTok, Facebook

## Paid

- Paid ads ran on these social platforms

## Earned

- Organic media coverage picked up from influencers or news



# Traditional Advertising

## Owned

- Weekly newsletter providing weekly updates

## Paid

- Billboard ads for non digital marketing efforts

## Earned

- TV and radio mentions from various news channels or talk shows

# Mobile App & Website

## Owned Media

- Mobile app allows for ease of use when searching for options and checking boxes on the go
- Website allows for a streamlined action of getting subscriptions, joining email newsletter, and info for new customers

# Email Newsletter

## Email Newsletter

- Use email graphics to attract and retain customers



# Instagram Posts

 safechef 






Start Cooking  
with  
**Safe Chef**

**Yummy  
in Yo  
Tummy**






 safechef 



YESTERDAY 10:26 PM


Replied to your story









This Safe Chef meal is fire tho


You know it 🤔

BRB, gonna tell my mom how good this is 🔥





 safechef 








**SAFE**

Order Now

For Peace of Mind in the Kitchen

**CHEF**







# Facebook Post



ZERO FEAR.  
ZERO COMPROMISES.



Gluten Free



Vegetarian



Dairy Free

[www.safechef.com](http://www.safechef.com)

# Facebook Post



SAFE CHEF



Check Out Our Website and Create Your Own Meal Kit

[www.safechef.com](http://www.safechef.com)



# TikTok Post





# Billboard







# The Nation's Most Customized Dietary Meal Kits

[SEE MORE](#)

# TIER 1 MEAL KITS

Take home the Safe Chef experience.  
Try our Meal Kits and unleash your inner chef!



Meat-free options for  
vegetarians and vegans

**TRY OUR PLANT-  
BASED KITS**



Gluten-free meals can be  
delicious as well as safe

**VIEW OUR CELIAC-  
FRIENDLY OPTIONS**



Dairy-free doesn't have to be  
flavor-free

**DELICIOUS  
LACTOSE-FREE KITS**



# Customized to your unique needs

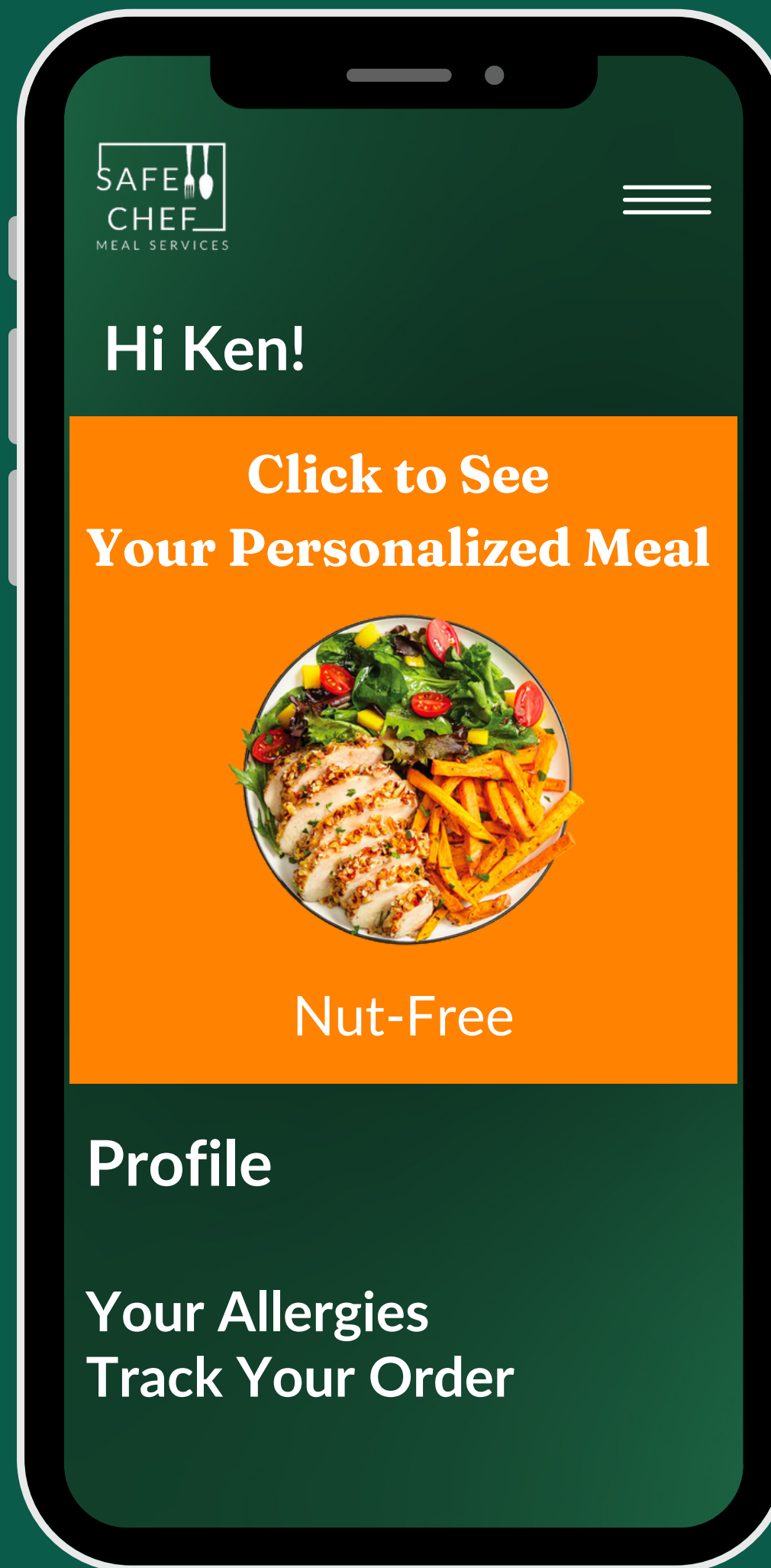
Fill out our Tier 2 Safe Chef profile to find a personalized meal kit delivery plan that aligns with your lifestyle and tastebuds.

Have delicious meal kits delivered to your door!

GET FIRST DIBS!



# Mobile App



Navigation bar to  
access other areas of  
the app



Personalized app  
homepage after signing  
in



Personalized meals  
ready to order at a click  
of a button



View profile upon  
entering app

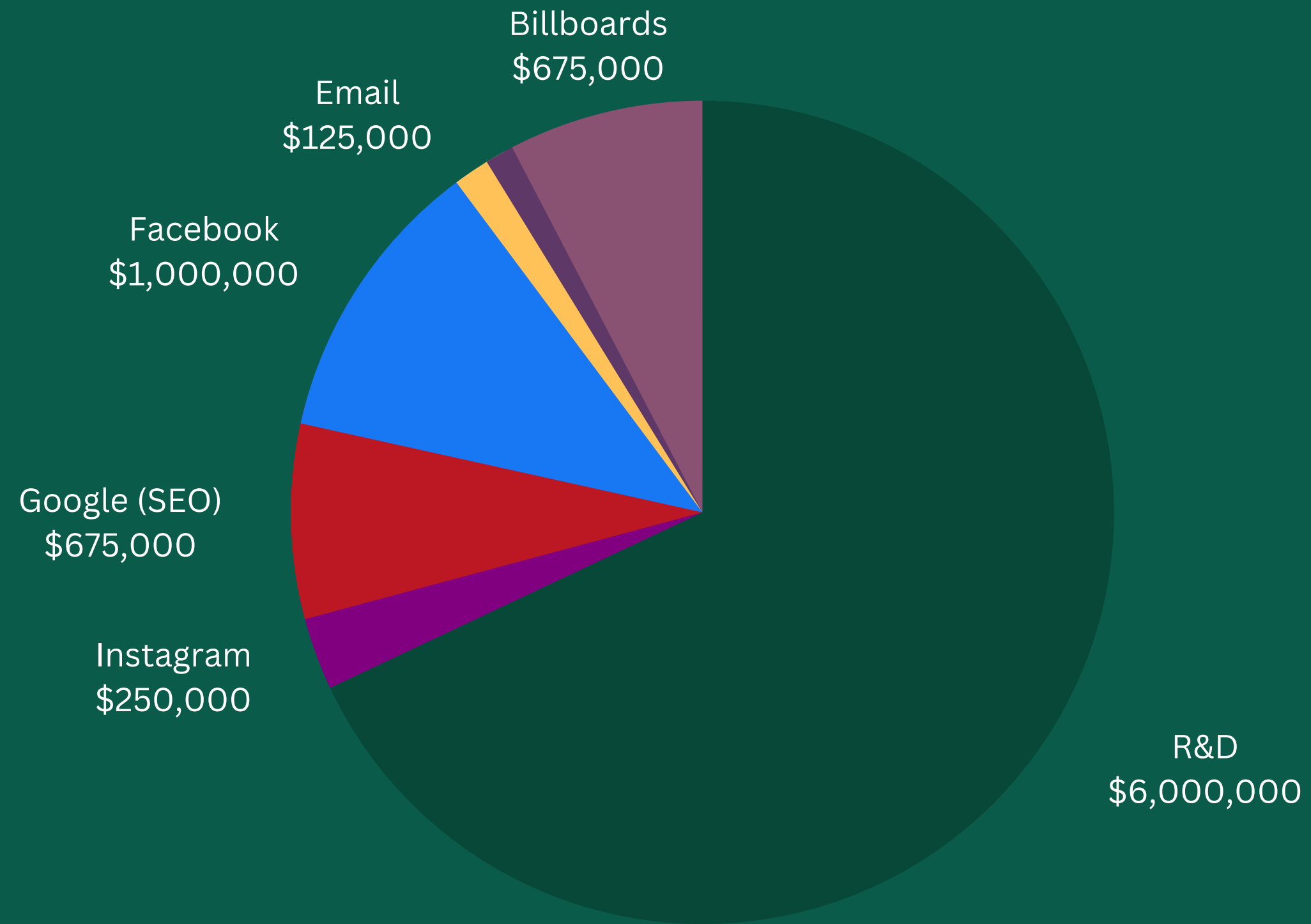


Quick access to useful  
information





# Budget Pie Graph



# Budget

- **Instagram**

- Allocating 250K
  - Not a big budget needed because of Meta

- **Facebook**

- Allocating 1 million
- Most important
  - Target families
  - Ad platform is very good
  - Extends to other meta platforms (Instagram)

- **TikTok**

- Allocating 100K
  - Slowly getting into TikTok

- **R&D**

- Allocating 6 million
- Testing new meals
  - Ingredients
  - Professional Chefs

- **Billboards**

- Allocating 675K
  - Expensive
  - Able to sustain across country
  - Billboards -
  - 10-12K a month is industry average

- **Email**

- Allocating 125K
  - Email Campaigns
    - cost-effective
    - 12k a month industry average

# KPI & Metrics

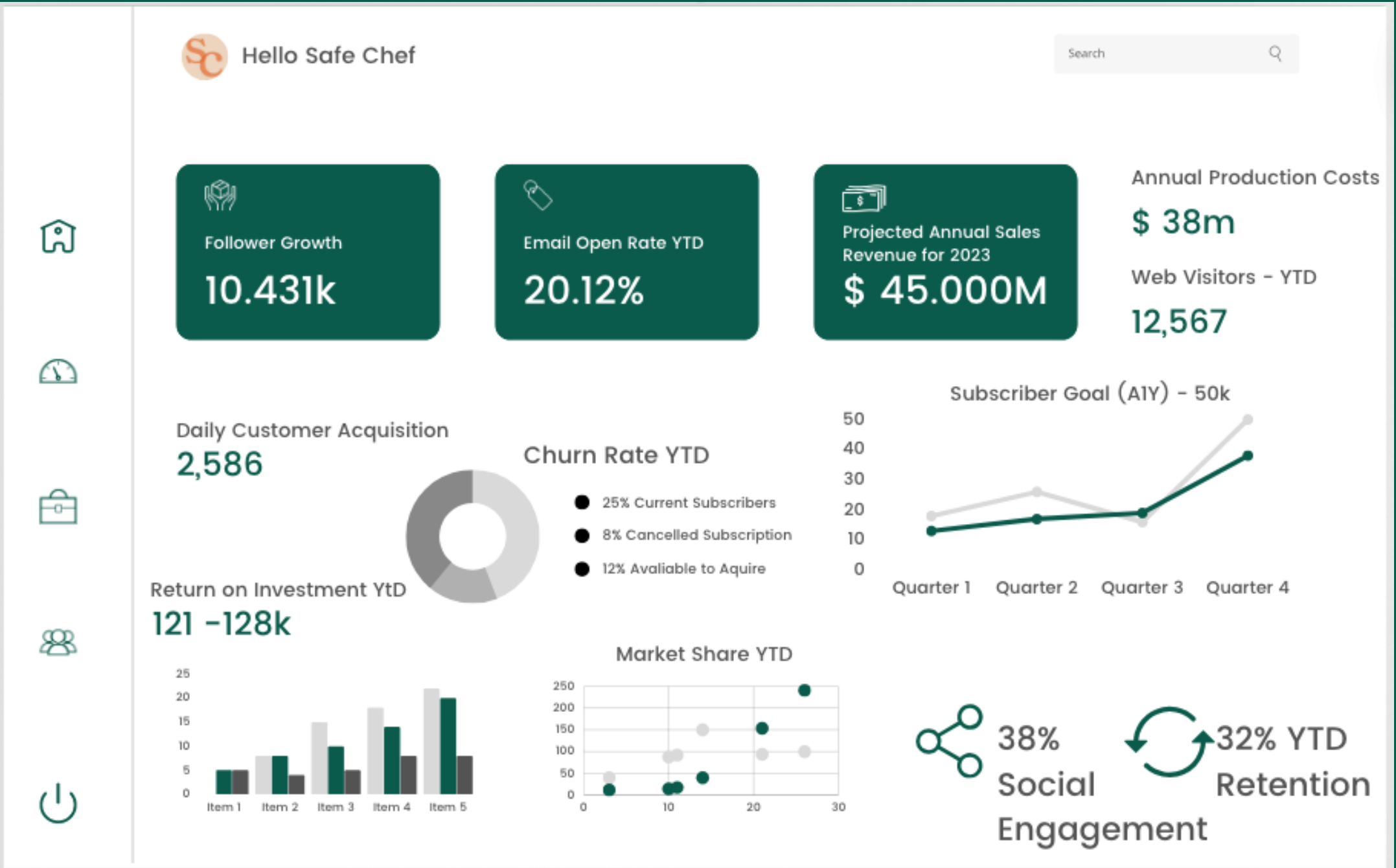




# KPI's & Metrics

- Follower Growth
- Retention Rate
- Churn Rate
- Web Visitors
- Return on Investment
- Customer Acquisition
- Growth
- Social engagement
- Follower Growth
- Market Share
- ROI
- Projected Annual Revenue

# Dashboard



# Recap of Safe Chef

Problem / Solution

Brand & Elements

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Creative Brief

Strategy & Marketing Tactics

Financials / Logistics

Recap





# Thank you!

Questions?