

gotChow

seriously BIG.

Index



I. Target Market Persona

II. Tone of Voice

Brand Character
Personality
What does GotChow Talk About?

III. Visual Identity

Visual Board
Color Story
Typography
Usage & Application
Images & Iconography

IV. Social Media Playbook

Content Buckets
Content Samples



Target Market

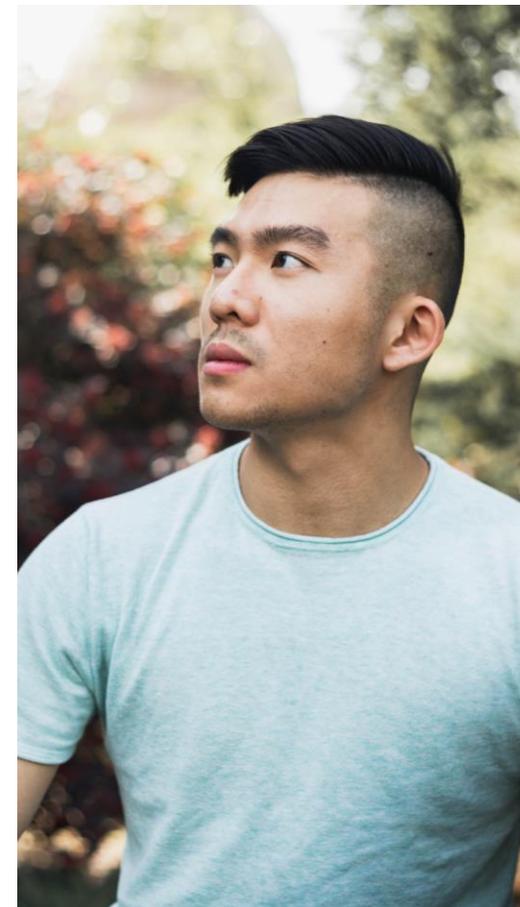
Persona



Diane and Carlo

Explorers, and up-to-date, Diane is a junior editor in a start-up online publication, while Carlo is an associate officer in an insurance company. These two know the new trends in clothes, restaurants, and lifestyle. They are goal-oriented with their careers during the day, and just want good food and a place to chill with their friends in the night time. So, the perfect spot for a belly-laugh and belly-tightening are number one on their list.

With all the fuss and demands of their jobs, GotChow is here to be their safe haven after a long day of hard work.



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Fun, loving, and an always-hungry bunch - the Chow family are always out in the metro to try different kinds of cuisines. Nina and Sam, the heads of the family are business partners of a local hardware store, their kids – Samantha, Niño, and Santino, are still in their secondary education in one of the city's catholic schools. Busy during the day, the family is always looking for ways to bond in the nighttime, especially over food!

They are never to worry, this family will surely have the time of their lives with GotChow!

Chow Family





Tone of Voice

Brand Character, Personality, and Communique



Brand Character: **The Entertainer**

30, Married, flexible with his time, a fitness enthusiast, and a chef.

GotChow is your food daddy. He is the playful chef. He is the enthusiastic, and friendly chef who is coy, but not tactless, spontaneous and flexible, but strict with his chef de cuisine. He enjoys being the center of the crowd, but not to the point of being obnoxious. He enjoys helping people with their food experience, and making sure they have a good time.



Brand Personality



GotChow IS:

Playful

Enthusiastic & Friendly

Coy

Uses English – straight, Taglish, but can speak Visayan too!

Spontaneous & Flexible

Strict with Chef de Cuisine

GotChow IS NOT:

Tactless

Obnoxious

Too luxurious

What does GotChow talk about?

GotChow Specialties

What is the all-time favorite? Specialty of the day? Special Lunch Dinner Menu for an Event?

GotChow Experience

How is the customer experience and taste in food? Any experiential and item photos we can show to the world?

Latest

Newest events? Do we offer catering packages? New food items on the menu?



Visual Identity

Typography, Color Story,
Imagery, Logo Usage & Application

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Typography

Mont Family

AaBbCc

123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Lato Family

AaBbCc

123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ

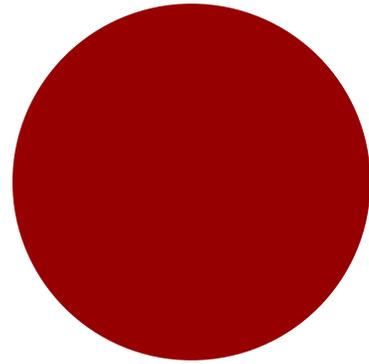
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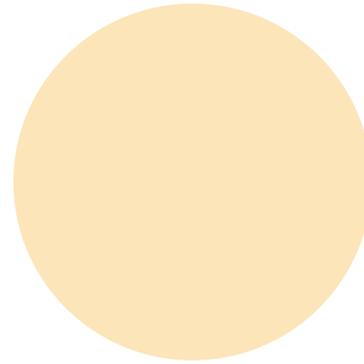
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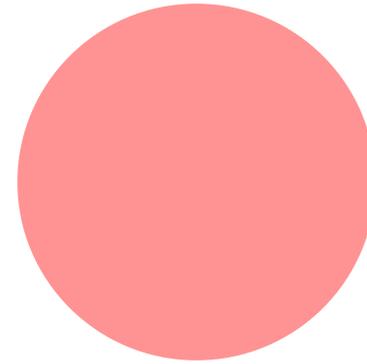
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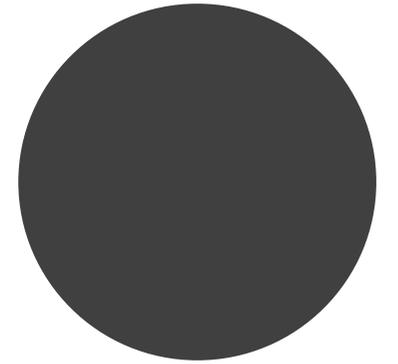
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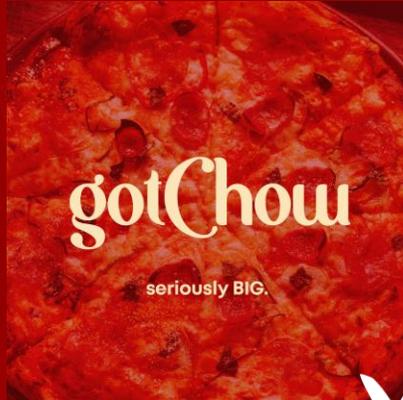
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#545454

Logo Usage and Application

DO's



Over brand colors



Apply shadow over light colored background



Apply black logo for documents



Over dark colored background

DON'Ts



Do not apply solid shadow



Do not apply colors outside of brand colors



Do not stretch or narrow



Do not alter or distort logo



Social Media Playbook

#seriouslyBIG

Communication Strategy

Communication Goals

GOAL	MEASUREMENT	NOTES
Generate audience and influencer interest in the teasers of the posts.	<p>Media Impact – estimated number of impressions about the teaser.</p> <p>Target: 6,000 impressions per post (<i>geo-targeted in Davao City</i>)</p>	Tied to Instagram and Facebook posts, and engaging influencers
Generate awareness of GotChow to potential loyal customers.	<p>Product awareness with potential loyal customers.</p> <p>Target: 95% awareness</p>	Can be accomplished through constant interaction with potential customers from posts.
Generate demand for GotChow.	First six month gross sales of 100% ROI.	Constant promotion through social media and different marketing channels & strategies

Communication Strategy

Communication Plan

SOCIAL MEDIA	ROLE
INSTAGRAM	Lifestyle imagery and visuals: flat lay photos of menu items; customers eating (candid); café ambience
FACEBOOK	Video format contents; Mirrored content from Instagram; Promos and Special Events
TWITTER	Interaction to audience; daily commentary; polls

- **Post teaser images**

- Posts should be funny, with minimal sexual innuendos
 - “Something seriously big is coming to Davao.”
 - “Your daddy is coming... to town.”
 - “Gotta eat ‘em BIG with your food daddy.”

