



Original Grain Account

Fall 2022

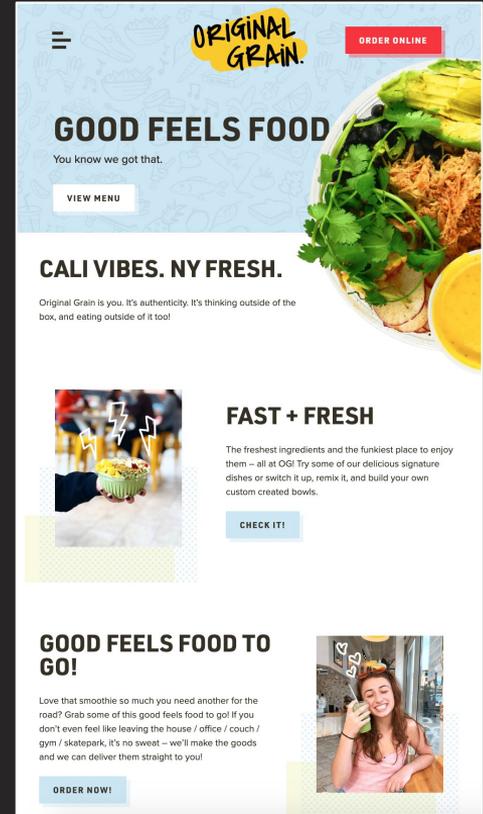
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Original Grain

Original Grain is a restaurant centered around health and wellness. They offer several items on their menu such as green bowls, grain bowls, smoothies, pitas, sandwiches, and so much more.

They have two NY restaurants located in Rochester and Syracuse. They have a strong social media presence and website as well that promotes their delivery/pick up and catering services.



The image shows a mobile website landing page for Original Grain. At the top left is a hamburger menu icon. The top right features the 'ORIGINAL GRAIN.' logo in a yellow speech bubble and a red 'ORDER ONLINE' button. The main header area has the text 'GOOD FEELS FOOD' in large bold letters, followed by 'You know we got that.' and a 'VIEW MENU' button. Below this is a large image of a green bowl. The second section is titled 'CALI VIBES. NY FRESH.' and includes the text 'Original Grain is you. It's authenticity. It's thinking outside of the box, and eating outside of it too!' and a small image of a bowl. The third section is titled 'FAST + FRESH' and includes the text 'The freshest ingredients and the funkiest place to enjoy them - all at OGI! Try some of our delicious signature dishes or switch it up, remix it, and build your own custom created bowls.' and a 'CHECK IT!' button. The final section is titled 'GOOD FEELS FOOD TO GO!' and includes the text 'Love that smoothie so much you need another for the road? Grab some of this good feels food to go! If you don't even feel like leaving the house / office / couch / gym / skatepark, it's no sweat - we'll make the goods and we can deliver them straight to you!' and an 'ORDER NOW!' button. A small image of a woman on a phone is in the bottom right corner.

ORIGINAL GRAIN. ORDER ONLINE

GOOD FEELS FOOD

You know we got that.

VIEW MENU

CALI VIBES. NY FRESH.

Original Grain is you. It's authenticity. It's thinking outside of the box, and eating outside of it too!

FAST + FRESH

The freshest ingredients and the funkiest place to enjoy them - all at OGI! Try some of our delicious signature dishes or switch it up, remix it, and build your own custom created bowls.

CHECK IT!

GOOD FEELS FOOD TO GO!

Love that smoothie so much you need another for the road? Grab some of this good feels food to go! If you don't even feel like leaving the house / office / couch / gym / skatepark, it's no sweat - we'll make the goods and we can deliver them straight to you!

ORDER NOW!

Client's Goals

- Creating social media content: Instagram reels 
 - Portraying Original Grain as a healthy and aesthetically pleasing place to go to with friends
- Raising awareness about the restaurant
 - Capturing the lively and fun atmosphere
- The services
 - Variety of menu options
 - Delivery, pick-up, catering, etc.

Strategy

Original Grain Creative Brief

What do we want the advertising to do?

We want our advertising to portray Original Grain as a hip and aesthetically pleasing restaurant. The advertising should show the promise to the customer that healthy food can still taste great and be convenient. We want to increase awareness about the restaurant in the Syracuse community.

Who is our target?

Our intended target is anyone ages 18-24, specifically college students who are actively looking for healthy and casual food options. 80% of people in this age range are willing to look for healthier options whether they are a vegetarian or not. Instagram is their favorite social media platform. They are full time college students who exercise regularly

What do they currently think? (Insight)

Students ages 18-24 want to maintain a specific diet but are also looking for a place that makes quality casual food.

What do we want them to think?

We want our audience to recognize the convenience that OG provides as a meal that fits perfectly with their healthy lifestyle.

What is the single most compelling promise we can make?

We are promising our clients (the students of Syracuse) a healthy, affordable and convenient casual dining option in the Syracuse area.

How do we make it believable?

We will show original grain using healthy organic foods and vegetables. We also will show affordable costs within Syracuse Students' budget, as well as casual, quick services, providing students with healthy, and convenient food options.

How should the advertising feel?

The advertising should feel positive, casual, and aesthetically pleasing. The health and affordability of the business should be supported through advertising.

When and where will they be the most receptive?

They would be most receptive to the middle of the day, mainly for lunch. According to [Sprout Social](#) the best time to post on Instagram for restaurants is Thursdays at 11 a.m. and Fridays at 10

a.m. and 3 p.m. You can go to Original Grain for any meal but the meal items on their menu are mostly catered to lunch options. Our target audience typically is college students who might be wanting to find a healthy option off campus. They would likely be most receptive on Instagram and Facebook since that is what they are most active on right now.

Media recommendations

Because Instagram is their favorite social media platform it would be good to use that platform via in feed posts, stories and Reels. Gen Zs are similarly influenced by brand discovery on social media and this looks to rise with age, 29% of teens, 32% of adults ([Mintel](#)) They also might want to utilize influencer marketing via micro-influencers, perhaps student athletes (ex: Solely Liboy) to help increase their publicity on social media. Since athletes are linked to a healthy lifestyle, this would be a natural partnership. Reels & Tik Tok videos would be a great way to capture the aesthetic and energy of the restaurant experience.

Original Grain Measurement Plan

Business Challenge: Lack of awareness on Syracuse University Campus

Marketing Goal: Increase brand awareness among students

Marketing Objectives: Increase Customer Retention Rate and Lead Quality for our target audience. Improve awareness and demand among students. Increase customer lifetime value.

Campaign Objective: Consideration...we want to get more audience engagement especially with students and feature more students so that they're more aware of Original Grain...to do so, Original Grain could engage with more college students (micro-influencers?) to help promote their products on the Instagram and hopefully generate more traffic to the page since their Instagram seems to be the most successful social media

Communications Goal: Measure engagement with the Original Grain social media (Instagram specifically) and website through micro-influencers endorsing that Original Grain is a convenient and healthy option.

Creative - Concepting

Insight, Concept, Big Idea

Insight: Students ages 18-24 want to maintain a specific diet but are also looking for a place that makes quality casual food.

Concept: Quality not quantity.

Big Idea: What does “quality” food look like?

Almost all food establishments claim that they serve “quality” food. Consumers want to SEE this quality for themselves. Original Grain only works with the freshest ingredients. Original Grain has an attention to detail that produces quality food.

ORIGINAL
GRAIN.

Creative



Creative - Concepting

Insight, Concept, Big Idea

Insight: Students ages 18-24 want to maintain a specific diet but are also looking for a place that makes quality casual food.

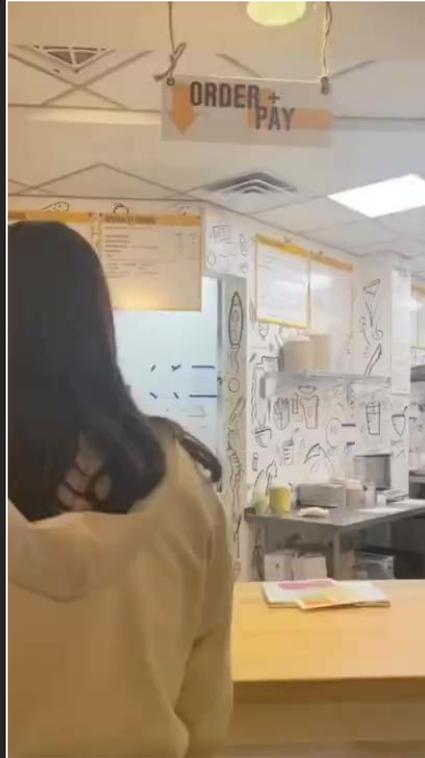
Concept: Convenience without compromising quality.

Big Idea: Original Grain offers healthy food that is fast.

People do not often associate healthy food with being fast. Original Grain is both healthy and convenient, the perfect casual food for college students.

ORIGINAL
GRAIN.

Creative



Goals Refresher

- Create Instagram Reels to portray Original Grain as healthy and aesthetically pleasing place to go with friends!
- Raise awareness about the restaurant and highlight the many services offered to customers!

Accomplishments & Results

With extensive research from the strategic team, designing and proper execution efforts from the creative team, and guidance from the account managers, our account was able to produce 5 Instagram Reels to be used by Original Grain to highlight its healthy and aesthetically pleasing environment as well as raise awareness and bring attention to the restaurant and all of the services it has to offer!

Original Grain Account