

Creative Brief



WANNEE
RESTAURANT

NHL STENDEN



INTRODUCTION

As the MediaMinds group, we are set to develop a Creative Brief for Restaurant Wannee. This brief will be divided into three primary sections: Strategic Principles, Creative Concept, and Rationale.

Restaurant Wannee, located in Leeuwarden, the capital of the Friesland region in the Netherlands, is known for its excellent food and service. It also serves as an essential training ground for NHL Stenden's Hotel Management School students, providing them a chance to develop their hospitality skills with real customers in an authentic environment (Czarnotta et al., 2023).

STRATEGIC PRINCIPLES

The Brand

Restaurant Wannee stands out through its innovative approach, prioritization of local and fair-trade ingredients, and commitment to sustainability. The brand identity, deeply rooted in the principles of Dutch cuisine and a tribute to Cornelia Johanna Wannée, emphasizes delicious, responsible dining that cares for people, animals, and the planet. The Kapferer Brand Identity Prism helps define the brand's essence, leveraging its strengths in innovation, local cuisine, and sustainability (Czarnotta et al., 2023).

Core Values

Innovation

Sustainability

Local Sourcing

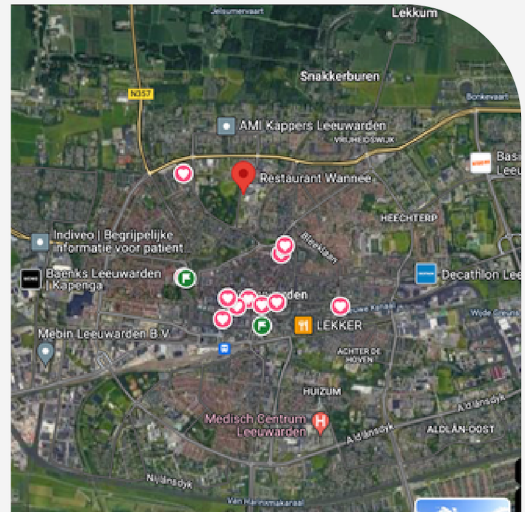
Honesty

- **location:** Wannee Restaurant in Leeuwarden is surrounded by farms.
- **locality:** At Wannee, everything, including the dishes, is locally sourced (Czarnotta et al., 2023).

Referring to Mansoldo et al. (2019), two quotations from interviews will be included.

“when it's **local** it's good...we use ingredients from around the city [Leeuwarden] from the **farmers**...everything comes from the region.

“Tourists come here and they buy lots of cheese, we have a talk, check about the time they are having, building some kind of relationship, it's really nice...they come back, we wish them back, it's not about selling cheese, it's about selling a **story**.



Content Challenge & Objective

Brand Awareness

Increase the number of tourists

Present local culture



Honest
Local
Innovative
Unique
Community-minded
Creative
Interesting
Fun

Restaurant Wannee wants to be:



Unconscious
Contemporary
Boring
Basic
Old

Restaurant Wannee doesn't want to be:

Competitor's Analysis

Analysis reveals a diverse competitive landscape, with some focusing on traditional fine dining and others on modern, sustainable approaches. Key differentiators for Wannee include its focus on local ingredients, sustainability, and its unique role as an educational institution.

- Restaurant Wannee is the most modern restaurant for fine dining.
- Eindeloo restaurant is the closest competitor to Restaurant Wannee. Restaurant Eindeloo calls itself traditional, but its meals are modern and made with organic ingredients (Czarnotta et al., 2023).

Trends

Deepening consumer connection to local foods

Recent research highlights a growing consumer interest in local foods, driven by a deeper understanding of the values, benefits, and definitions surrounding local food consumption. As studies delve into the psychological and sociological antecedents of consumer attitudes toward local foods, a complex picture emerges that suggests patrons are increasingly seeking authenticity, sustainability, and a tangible connection to the community through their dining choices. This trend points to the importance of local foods not just as culinary preferences but as expressions of personal values and ethical considerations. Restaurants and food service providers are thus encouraged to reconsider how they define, source, and market local foods to align with evolving consumer expectations and values (Lang & Lemmerer, 2019).

The Rise of Experiential Dining

The modern customer seeks beyond mere culinary satisfaction; they crave a comprehensive experience that engages their senses, provokes thought, and delivers novelty. The transition from dining as a mere functional activity to an experiential endeavor reflects a significant shift in consumer behavior. Consumers are increasingly willing to invest in dining experiences that offer novelty, adventure, and the opportunity to engage with food in new and exciting ways (Shivekar, 2022).

Culinary Storytelling

Today's customers crave experiences that go beyond the plate, looking for stories that connect them to the food they eat. Culinary storytelling, where dishes are accompanied by narratives about their origin, inspiration, or cultural significance, enriches the dining experience and satisfies the diner's desire for connection and understanding (Mossberg & Eide, 2017).

Environmentally Friendly Brand

A sustainable marketing strategy needs the presence of environmentally friendly elements as an indispensable component. Finding consumer interest in sustainable living and making it accessible and attractive to them is the most challenging task for marketing and brand managers (Grubor, A., & Milovanov, O. (2017).

Target Audience

- **Average Age:** 39
- **Type:** Travellers/ Tourists
- **Goals:** Experience new culture & food/Great & Unique food/Having a good mood
- **Values:** Travelling/Uniqueness
- **Motivation:** Pleasure/ New Experiences/Learning about culture
- **Frustrations:** Ordinary Menus/Bad Interior Quality
- **Food Preferences:** Healthy/ Natural
- **Favorite platform:** Google Search & Websites

(Czarnotta et al., 2023)

- A restaurant is their way of learning more about a country.
- Looks for Special occasions on vacations and wants **“more than just food”** experience
- They are looking for a way to experience culture through food.

Content

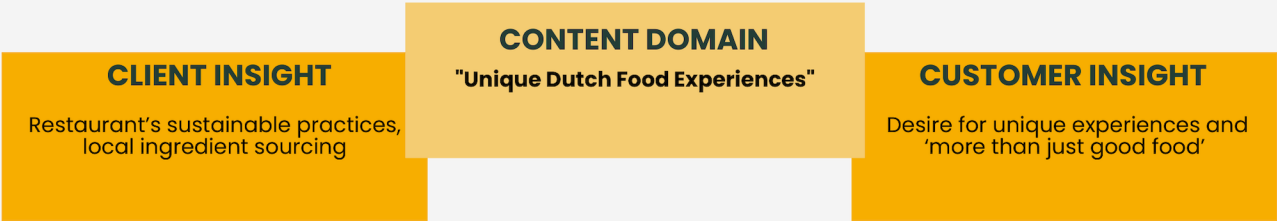
- The Unique Dining Experience
- Stories of Local Components
- Offer customers new experiences (Czarnotta et al., 2023).

Effects

- 1. Enhanced Brand awareness and perception: Elevate Restaurant Wannee’s visibility as a unique dining destination that integrates Dutch culture, sustainability, and culinary excellence into every aspect of its dining experience.
- 2. Increased customer engagement and loyalty: Foster deeper connections with diners by engaging them with stories that resonate personally and culturally, turning first-time visitors into loyal patrons.

Content Domain

The content domain for Restaurant Wannee, identified as "Unique Dutch Food Experiences" aims to highlight the restaurant's innovative approach to Dutch cuisine, leveraging local ingredients. This domain was carefully chosen to resonate with the target audience's desire for unique, culturally enriching dining experiences (Czarnotta et al., 2023).



CREATIVE CONCEPT

Experience the Menu

According to Webster's dictionary, the term 'create' is defined as bringing something into being, endowing something with a novel shape, or generating something through creative talent. Drawing from the reviewed psychological and marketing literature, creative advertisements are characterized as being both novel and applicable (Smith & Yang, 2004). Based on the standard definition, originality and effectiveness are two prerequisites for creativity (Runco & Jaeger, 2012).

A creative concept is a powerful "Big Idea" designed to grab the attention of a specific audience, shape how they feel, and motivate them to act. Essentially, it's the foundation that guides the entire campaign. Think of it as a blueprint for all the creative work that follows (Kadry, 2015).

Core Idea

Our creative concept, "Experience the Menu" is rooted in the theme of "Unique Dutch Food Experiences." Both "experience" and "menu" have specific meanings within this context, which we will explore further.

MENU

Jones and Mifli (2001) propose that the term "menu" carries two distinct interpretations. Initially, it denotes the assortment of food and drink options provided by a food service entity. Alternatively, it signifies the method through which a food service business informs customers about its offerings. (Ozdemir & Caliskan, 2015)

EXPERIENCE

Not only local customers who are interested in local ingredients, locally produced food, and food products, but also individuals traveling, like tourists, enjoy new food experiences (Björk & Kauppinen-Räsänen, 2014)

Every local food market has its distinct characteristics. The variations are influenced by the local culture and history, socioeconomic and environmental conditions, types of food, and dietary choices. Consequently, because of these local nuances, local cuisine has become a way to draw tourists to destinations (Smith & Costello, 2009).

When we talk about the "Menu" in a restaurant, it usually refers to a list of dishes you can order. However, in our "Experience the Menu" campaign, we're transforming the idea of a menu from a simple list into an active command. Our goal is to encourage people to dive into new experiences. This campaign is also designed to guide guests on an exciting culinary journey through Dutch cuisine.

Brand experience is a new trend for businesses today, allowing consumers to experience brands by staging meaningful experiences for them instead of passively consuming products and services (Pine & Gilmore, 1999).

The "Experience the Menu" concept is more than just eating; it's about participation and engagement. We're asking people to experience a new culture, explore new things, or rather, the culinary paths we've laid out, discover new tastes, learn about Dutch culinary practices, and even partake in the stories behind the dishes. This initiative taps into the insight that modern customers seek narratives and connections that extend beyond the culinary to include cultural and personal resonance (Harrington et al., 2017).

"Experience the Menu" invites you to not just eat, but to engage, learn, and partake in the rich heritage of the Netherlands. Through a series of unique dining experiences, you'll connect with the stories and traditions that have shaped Dutch culture. It's an opportunity to discover new tastes, explore new paths, and see the world through a different lens, all while enjoying meals that are as enlightening as they are delicious. With the "Experience the Menu" concept every plate serves as a gateway to new experiences and deeper understandings. This approach emphasizes the campaign's focus on active participation and cultural immersion, offering a clear and inviting explanation of what participants can expect. It positions the dining experience as a starting point for a broader journey of cultural discovery, appealing to those eager to explore and connect with the world in a more meaningful way.

Key Message

"Discover Experience Beyond the Plate"

The core message, "Discover Experience Beyond the Plate," encapsulates the essence of embarking on a journey that extends well beyond traditional dining. It invites individuals to explore a deeper, more enriching experience intertwined with culture, tradition, local, nature, and storytelling through Dutch cuisine, emphasizing that the adventure lies not just in the taste but in the stories, heritage, and connections that each dish offers.

Content Possibilities

The "Experience the Menu" concept can be customized for various themes, occasions, or audiences by inserting specific descriptors that highlight the essence of the experience. To engage with something on the menu, we identify a conceptual gap that allows us to frame it as "Experience _____ in the Menu" This gap not only facilitates the creation of content in various forms but also tailors it to diverse occasions, holidays, and special dates. In our creative brief, we will concentrate on two specific examples. This approach enhances the adaptability and relevance of our concept, enabling us to craft more targeted and compelling narratives that resonate with our audience across multiple platforms and contexts. We will explore two specific examples:

- Experience **the Nature** in the Menu
- Experience **the Local** in the Menu



Experience the Nature in the Menu

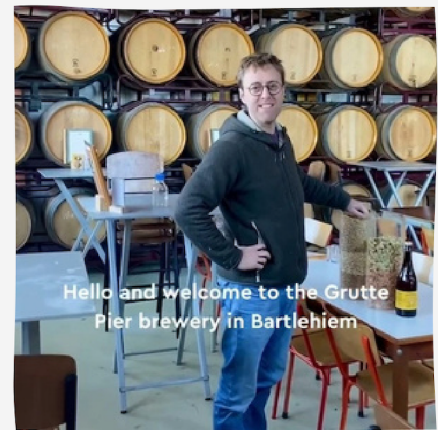
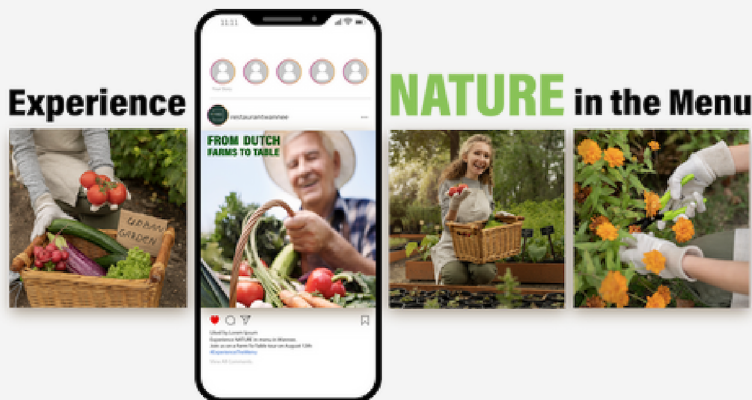
Tourists are increasingly looking for authentic experiences that take them "back to nature" (Bessiere, 1998).

Content Description: Launch a series of short documentaries or videos showcasing the journey of ingredients from the farm to Restaurant Wannee's kitchen. Each episode focuses on a different ingredient, highlighting sustainable farming practices, the personal stories of the farmers, and the natural landscapes of the Netherlands. The narrative emphasizes the connection between the land, the people who tend it, and the culinary creations that end up on the diner's plate.

Experience the Local in the Menu

Consumers are attracted to cuisine that incorporates a story around it to create a compelling experiential landscape (Mossberg, 2008).

Content Description: Explore the broader concept of locality at Wannee, showcasing how each aspect of the restaurant (from the menu to the decor) tells a story of Dutch heritage and sustainability. Develop a series of profiles on other local suppliers and how their products contribute to the Wannee experience. Each piece can focus on a different ingredient or product, from dairy used in dishes to decor items inspired by Dutch culture. Interviews, behind-the-scenes tours, and storytelling illuminate the importance of supporting local economies while crafting a menu that appeals to both locals and visitors eager to experience Dutch culture. This overarching narrative can be shared as a multimedia story on the website, incorporating elements from the other series for a comprehensive look at Wannee's commitment to local sourcing and cultural authenticity.



RATIONALE

Why will "Experience the Menu" work?

The "Experience the Menu" initiative at Restaurant Wannee successfully draws travellers and locals by offering unique, eco-conscious dining experiences beyond typical Dutch fare. By highlighting its commitment to sustainability and the local culture through engaging stories, Wannee captures the interest of environmentally and culturally mindful tourists. This approach positions the restaurant as a must-visit destination, resonating with tourists' preferences for authentic experiences. As guests share their positive encounters and culinary delights on social media or through word of mouth (which is a powerful tool for brand awareness), it boosts Wannee's popularity further, making it a top choice for travelers seeking to immerse themselves in the local scene and new experiences.

The concept, aimed at creating content, not only aligns perfectly with the restaurant's goal of enhancing brand awareness but also significantly enriches its brand identity by moving beyond traditional Dutch cuisine towards a more innovative and interesting dining experience. This content creation strategy is responsive to the feedback that "customers and students are asking for more than Dutch cuisine" (Czarnotta et al., 2023) by emphasizing sustainability, sourcing locally, and creating a calm atmosphere, while also incorporating innovation and interest into the brand identity.

"Experience the Menu" serves as a foundational concept, focusing on storytelling that integrates local culture, sustainability, and culinary innovation. This approach transforms conventional meals into engaging narratives, making the restaurant not just a place to eat but a destination for unique, environmentally conscious dining experiences. Through various content formats (be it stories, interviews, behind-the-scenes looks, or innovative storytelling of dishes), the restaurant can vividly showcase its commitment to these values. Such a strategy not only positions the restaurant as a leader in offering distinctive dining experiences but also as setting new standards for a dining experience that offers a deeper, more memorable journey of discovery and innovation.



The "Experience the Menu" concept taps into the heart of what Restaurant Wannee stands for innovation, sustainability, and a deep connection to local culture. Located among Dutch farms, Wannee is in the perfect spot to bring this idea to life, offering guests more than just food but a true experience that reflects their values. By using ingredients found in local farms, the restaurant brings the concept of locality closer to our guests. It tells the tales of local produce and the area's distinct charm, fitting perfectly with what people are looking for today which is a genuine bond with nature and the community.

Insight Connection

- **Fitting the target group:** The concept appeals to a demographic of culturally curious individuals, food enthusiasts, and those seeking immersive experiences that blend gastronomy with cultural experiences, directly addressing the desires and interests of this audience.
- **Responding to trends:** It aligns with the trend towards sustainability and storytelling in consumption, tapping into a growing consumer desire for dining experiences that offer both ethical engagement and narrative depth.
- **Avoided perception:** This concept strategically moves away from the perception of Restaurant Wannee being just another dining venue by embedding each dish within a broader narrative of Dutch culture and history, avoiding the commoditization of the dining experience.
- **Desired perception:** It positions Restaurant Wannee as a beacon of cultural and educational experiences, where dining is a gateway to understanding Dutch heritage and sustainability practices.



Desired Effect

Increased Brand Awareness and Perception: Enhancing the perception of Wannee as a leading restaurant in innovative, sustainable, and culturally rich dining experiences.

Increased Digital Engagement: Measured by social media interactions, website traffic, and content sharing, indicating a growing interest in the "Experience the Menu" concept.

Higher Reservation Rates: Especially for events or special menus inspired by the concept, reflecting a direct interest in the experiential dining offer.

Positive Customer Feedback: Indicative of a successful holistic dining experience and a deepened appreciation for Dutch culture and culinary innovation among customers

Conclusion

The concept taps into several key trends, including the rising interest in local foods, experiential dining, and culinary storytelling. By focusing on these aspects, the concept meets the modern diner's craving for experiences that go beyond mere taste to include a sense of place, tradition, and story. The concept leverages Wannee's unique strengths in sustainability practices, and focuses on local sourcing. Highlighting these aspects aligns with the values of the restaurant and the target audience.



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