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Branding Problems

Faults in Anzo's marketing strategies and how we're fixing them

Weak Brand Identity

Typography

Neuzeit Grotesk
Neuzeit Grotesk

Colors



Logo



Takeaways

- Needs a second font
- Palette does not reflect bright flavors of mediterranean cuisine
- Logo is inconsistent and lacks personality

Lack of Social Media Presence

Anzo's Last Social Media Posts



February 28, 2022



February 28, 2022



March 21, 2020

Stronger Presence

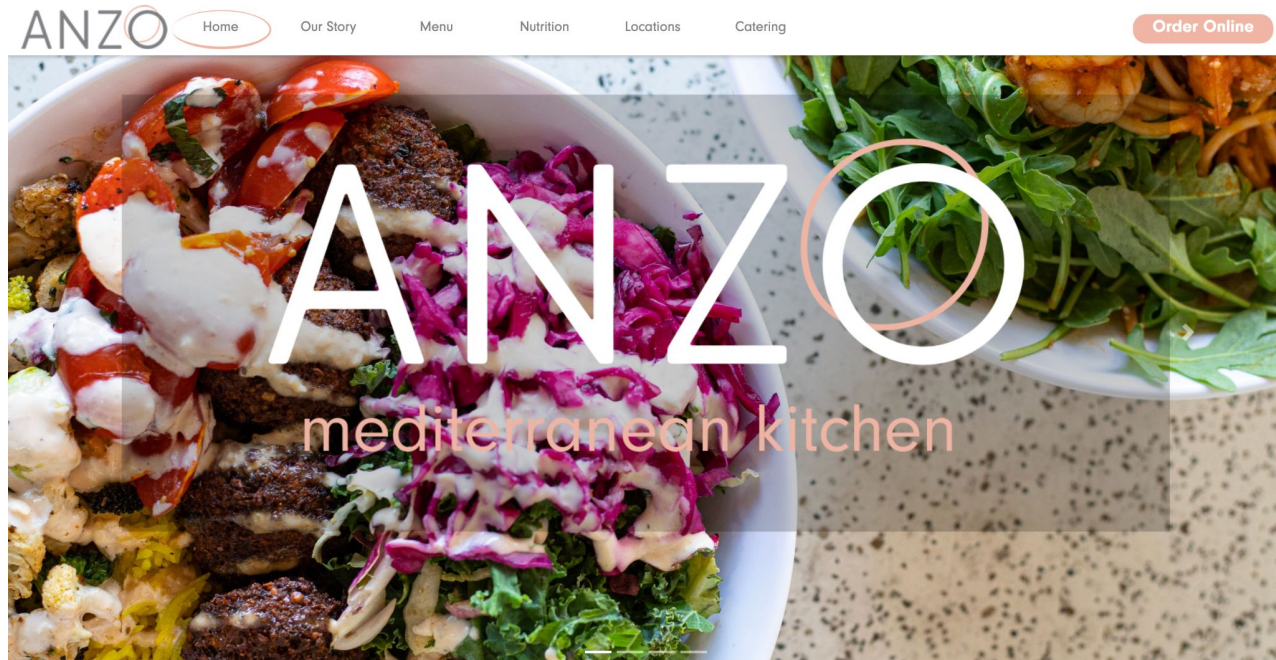


Higher Engagement

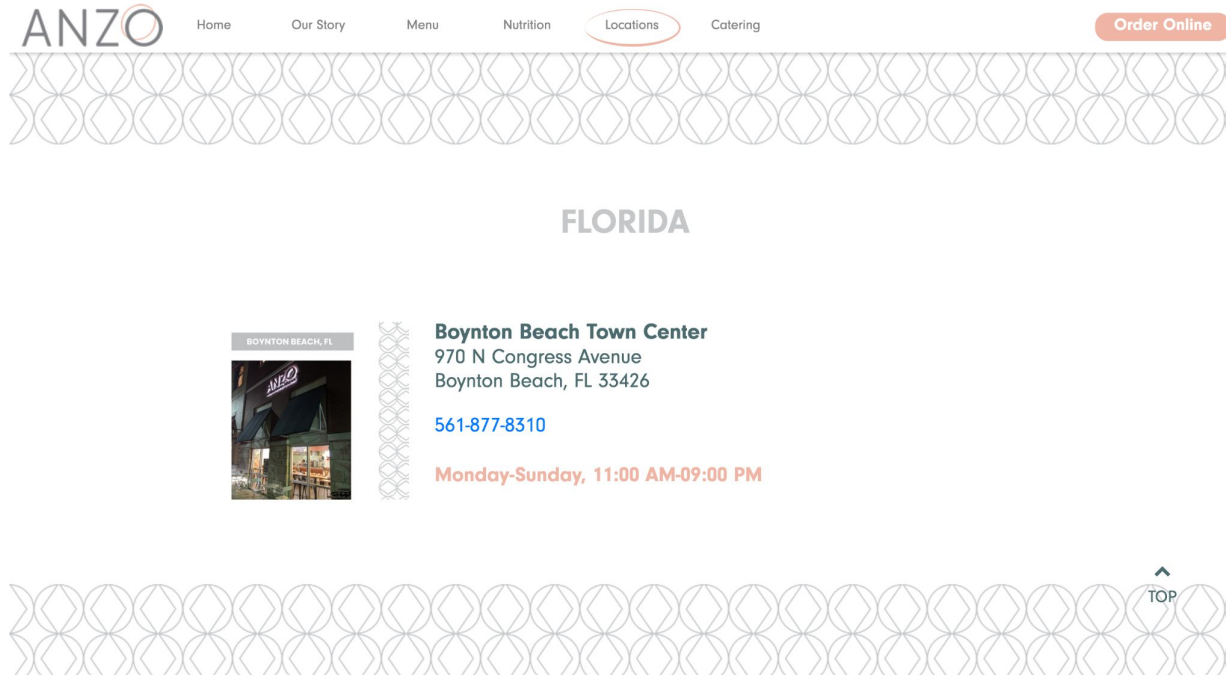


More Customers

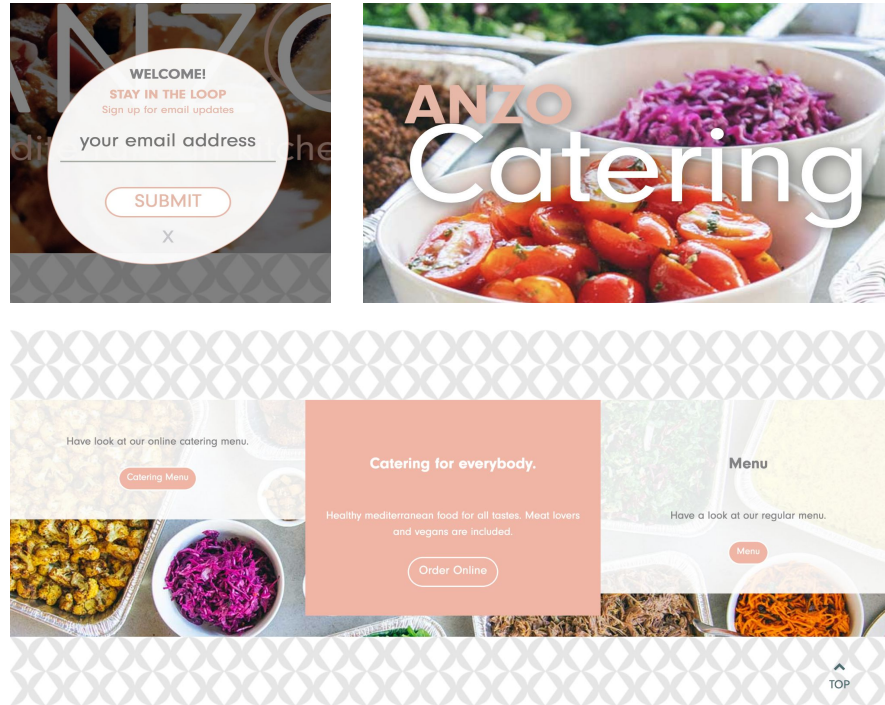
Website Issues



Website Issues



Website Issues

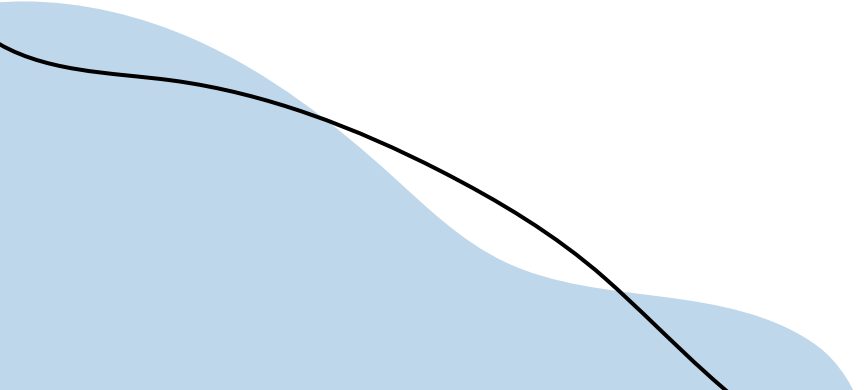




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Brand Guide

How to convey a consistent message to Anzo's audience



Logo

Primary Logo



Secondary Logos



Color



Typography

Large Heading

SUB-HEADING GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna, eu consectetur risus faucibus eget.

Frunchy Sage

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$% &*()

Didact Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



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Target Market

Customer personas and how we meet their needs

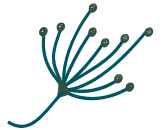
Anzo's Archetype

The Everyman

- Gives all consumers a sense of belonging
- Caters to a wide variety of consumers
 - Young kids to older adults
 - Low cost
 - Healthy, fresh food
 - Vegan and vegetarian family



everyman
ARCHETYPE





Name: Ann Stagram

Age: 24

Gender: Female

Income: 60-80k

Traits: Open-minded, adventurous, friendly

Bio: Full time food-influencer with a high following on social media platforms. Loves trying trendy foods and meeting new people.



Name: Donnie Meat

Age: 36

Gender: Female

Income: 105k

Traits: Driven, Motivated, Vegetarian

Bio: Full time professional with high education. Big on exercise and clean eating. Always looking for vegetarian foods to try.



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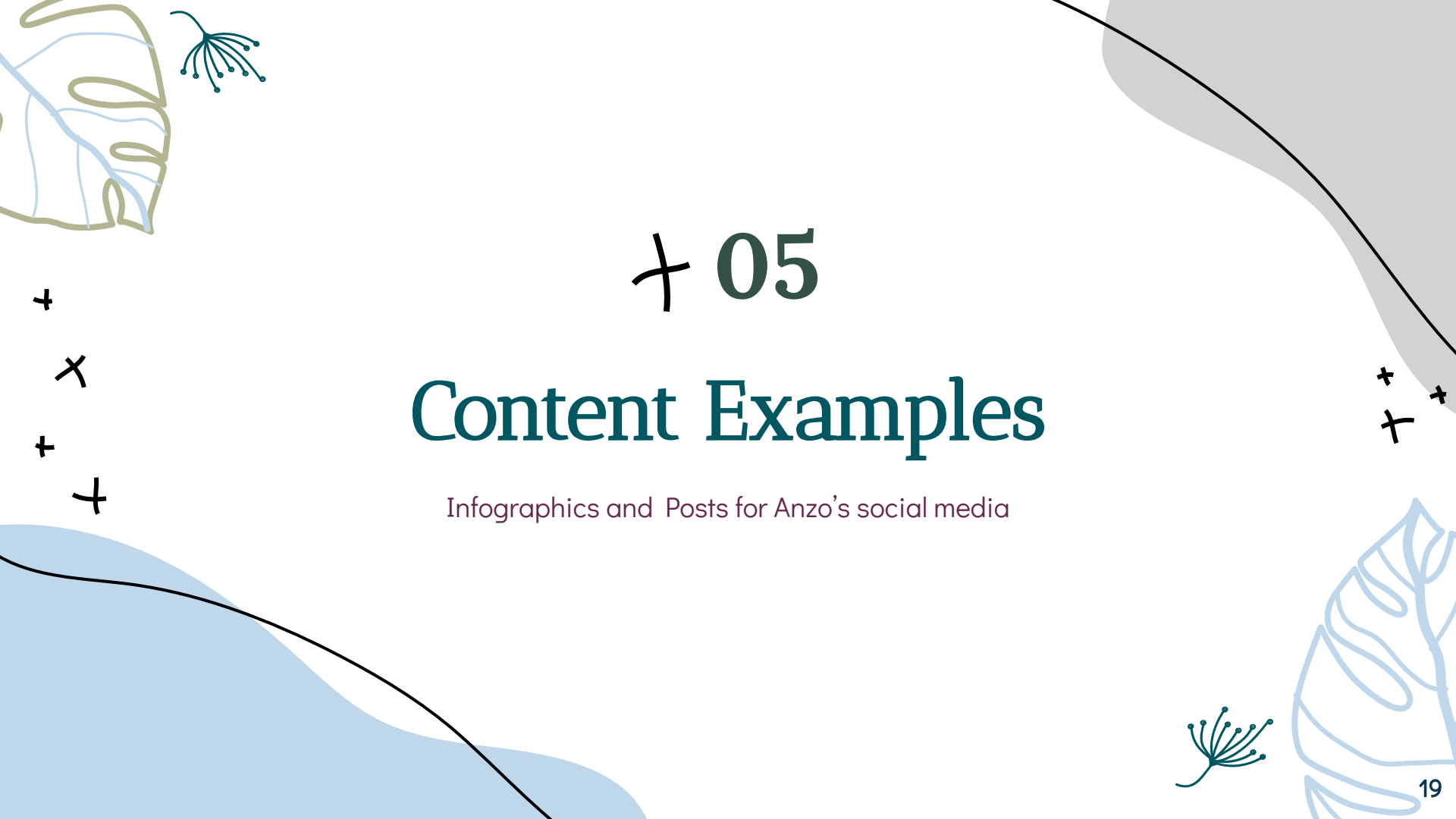
Content Calendar

2 week schedule of our social media content

2-Week Overview

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>1</p> <p>Instagram Post: Three posts to announce new logo and separate feed</p> <p>Facebook Post: New logo announcement</p> <p>Twitter Post: New logo tweet</p>	<p>2</p> <p>Blog Post: "Anzo's Grand Reopening: What Changes to Expect"</p> <p>Instagram Post: Grand reopening announcement</p> <p>Facebook Post: Repost Instagram Post</p> <p>Twitter Post: "Describe how an Anzo bowl makes you feel with 3 emojis"</p>	<p>3</p> <p>Instagram Story: Chef's favorite dishes</p> <p>Twitter Post: Repost someone else's photo of their food</p> <p>Email: Welcome email</p>	<p>4</p> <p>Blog Post: "5 Anzo Bowls to Try This Summer"</p> <p>Instagram Post: Photos of 5 Summer Anzo bowls</p> <p>Facebook Post: Repost Instagram Post</p> <p>Twitter Post: "You know what sounds perfect for this summer weather we're having? A cooling bite of our tres leches cake. 🍰"</p> <p>TikTok: How Anzo makes their Falafel</p>	<p>5</p> <p>Instagram Story: Set of Polls (Brown rice or Vegetable quinoa? Schwarma chicken or Braised Beef? Coconut curry or Spicy Tomato)</p> <p>Twitter Post: Retweet someone's tweet about Anzo</p> <p>TikTok: "Gorgeous gorgeous girls order from Anzo"</p>	<p>6</p> <p>Instagram Story: Boomerang of Anzo's falafel with a heart-eyes-emoji slider tasking viewers how appetizing the bowl looks)</p> <p>Twitter Post: Our employee's favorite weird food combos: a thread</p> <p>Email: Revitalized branding email</p>	<p>7</p> <p>Blog Post: "Anzo's Newest Summer Dessert: Baklava"</p> <p>Instagram Post: New Dessert menu item infographic</p> <p>Facebook Post: Repost Instagram Post</p> <p>Twitter Post: "We're bringing back old menu items. Which ones are you most excited about?" 🍰🍰</p>
<p>8</p> <p>Instagram Story: Countdown to grand opening</p> <p>Twitter Post: "Us right now because our grand opening is in 48 hrs 🥳🎉"</p> <p>TikTok: Employees doing a trending TikTok dance</p>	<p>9</p> <p>Blog Post: celebrity bowls</p> <p>Instagram Post: Celebrity bowls infographic</p> <p>Instagram Story: grand reopening tomorrow, first 100 customers get free Falafel</p> <p>Facebook Post: Repost instagram material</p> <p>Twitter Post: "The day you've been waiting for. Only one more day!"</p>	<p>10</p> <p>Instagram Post: Grand Reopening post; come in for free falafel</p> <p>Instagram Story: Grand reopening today, same content as post</p> <p>Facebook Post: Grand reopening today</p> <p>Twitter Post: Grand reopening today</p>	<p>11</p> <p>Instagram Story: Photos of employees having fun at work</p> <p>Twitter Post: Photos of the grand reopening "Thank you to everyone who came to support Anzo's reopening yesterday!"</p> <p>TikTok: Before and after of Anzo with a trending "glow-up" audio</p> <p>Email: Pandemic changes</p>	<p>12</p> <p>Instagram Post: photos from grand reopening</p> <p>Facebook Post: photos from grand reopening</p> <p>Twitter Post: "We're still floating on Falafel from our grand opening. We love our customers almost as much as we love Tahini 🥰🥰"</p>	<p>13</p> <p>Instagram Story: repurpose tweet with anzo colors and patterns in the background</p> <p>Twitter Post: Photo of falafel "You haven't had real falafel until you've had Anzo falafel."</p>	<p>14</p> <p>Blog Post: "5 Surprising Health Benefits Of Falafel"</p> <p>Instagram Post: Falafel health benefits infographic</p> <p>Facebook Post: Repost instagram material and link to the blog post</p> <p>Twitter Post: "Feel good falafel: reasons why our favorite protein is the gift that keeps on giving" (Link to falafel blog post)</p>





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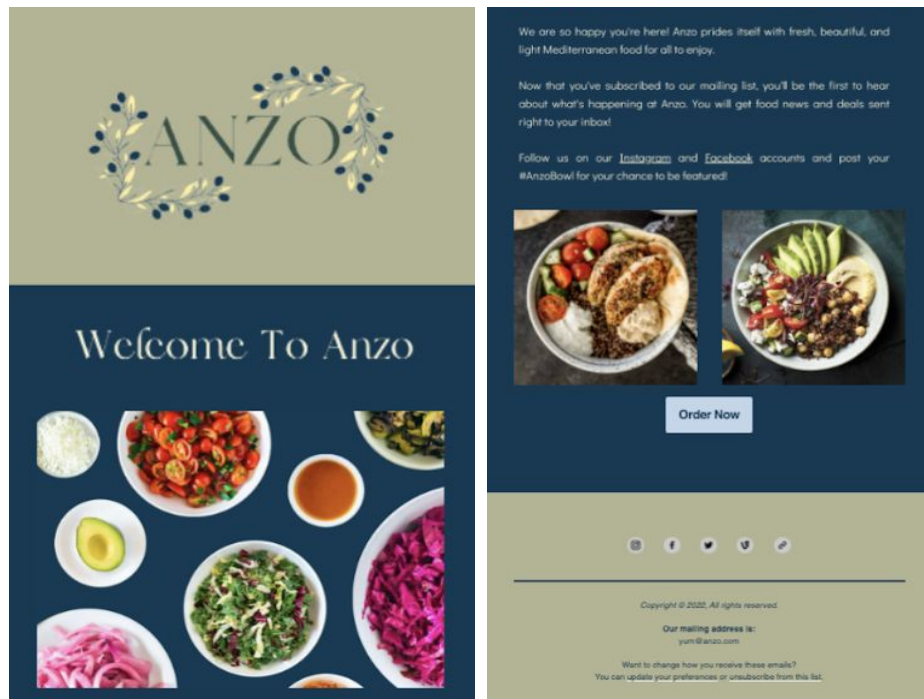
Content Examples

Infographics and Posts for Anzo's social media

Instagram Carousel



Email



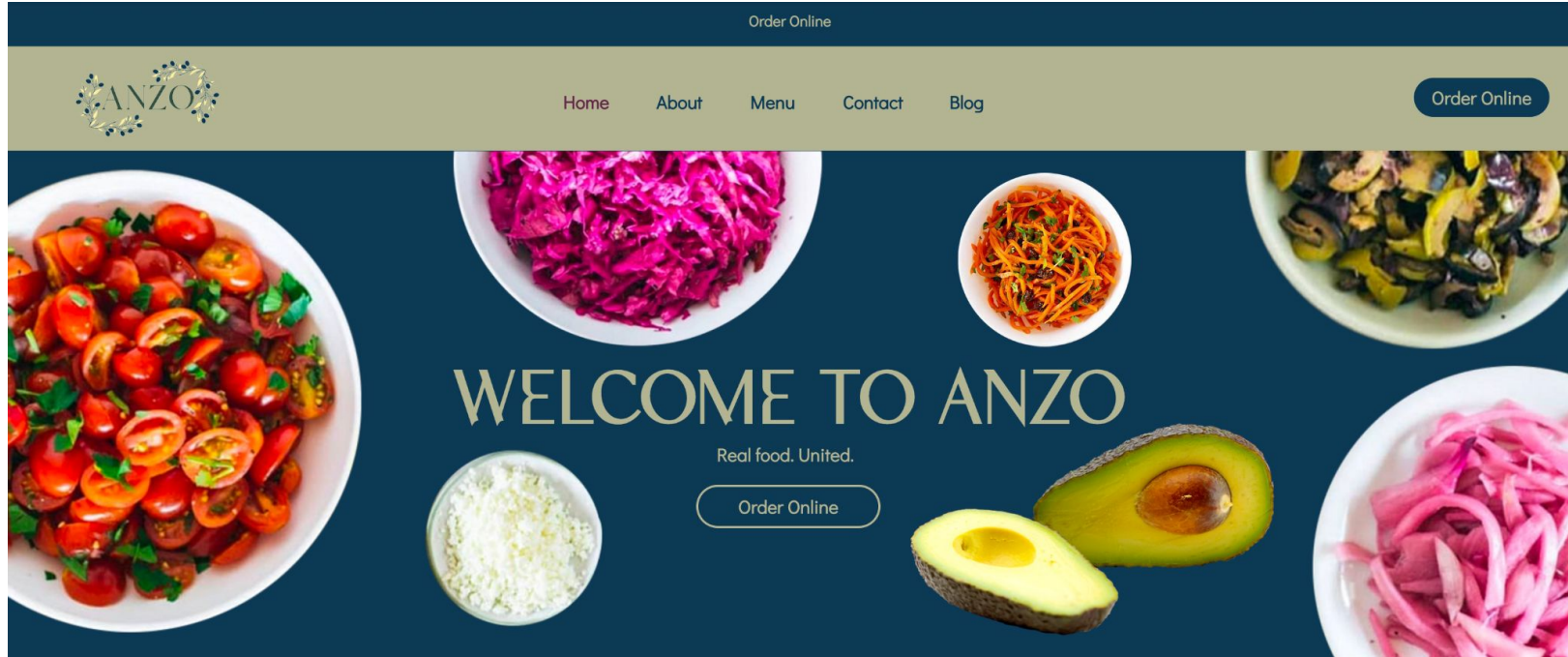


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Web Redesign

Improving design and conversion rate optimization

Home Page



REAL FOOD. UNITED.

We're bringing a taste of the Mediterranean right to your plate.

Our story started in 2013 with The Chickpea in downtown West Palm Beach, which was built on a vision to fulfill the need for healthy, fresh and quick meals that were reasonably priced. The Chickpea quickly became a popular destination for those seeking simple and delicious Mediterranean food. In 2018 with the love and support from our amazing community and families, ANZO was born. Staying close to our roots, garbANZO carries The Chickpea legacy as it is built in the same core values.



WE'D LOVE TO HEAR FROM YOU



hello@anzo.com



561-366-7753

STAY IN THE LOOP

Subscribe to our mailing list *

Join

LET'S CONNECT

Instagram

Facebook

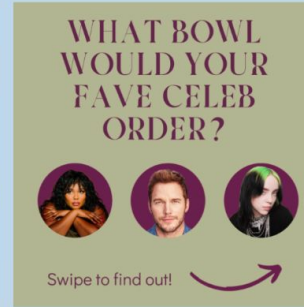
Twitter

Yelp



Let's Chat!

Follow
@eatanzo



Contact Us

[561-366-7753](tel:561-366-7753)
hello@anzo.com

Address

Boynton Beach Town Center
970 N Congress Avenue
Boynton Beach, FL 33426

Hours


Mon - Sun: 11am - 9pm

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 Let's Chat!


About

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ABOUT US

Our story started in 2013 with The Chickpea in downtown West Palm Beach, which was built on a vision to fulfill the need for healthy, fresh and quick meals that were reasonably priced. The Chickpea quickly became a popular destination for those seeking simple and delicious Mediterranean food. In 2018 with the love and support from our amazing community and families, ANZO was born. Staying close to our roots, garbANZO carries The Chickpea legacy as it is built in the same core values.



OUR MISSION

Our mission is to be a uniting space for people to explore the Mediterranean Kitchen while sharing moments

[Let's Chat!](#)



OUR MISSION

Our mission is to be a uniting space for people to explore the Mediterranean Kitchen while sharing moments during our most communal times. We are committed to providing healthy, fresh and quick meals that are reasonably priced. Sourcing locally and starving landfills while feeding hungry guests is what we do. We believe with this standard we can produce healthy fuel that nourishes the body, fulfills the soul and connects our communities. Let's break bread together!

OUR FOOD ETHOS

Rooted in the Mediterranean palate, our mezze-style menu is influenced by Middle Eastern, Greek, North African, and Indian cuisines. Our made-from-scratch menu consists of traditional family recipes and time honored cooking techniques.

We believe strongly in "you are what you eat". The open kitchens, calorie counts and sourcing lists represent our commitment to transparency because we want you to know where the food comes from and how we prepare it- no cutting corners- no compromises



Contact Us

[561-366-7753](tel:561-366-7753)
hello@anzo.com

Address

Boynton Beach Town Center
970 N Congress Avenue
Boynton Beach, FL 33426

Hours

Mon - Sun: 11am - 9pm

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Let's Chat!

Menu

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MENU



Bowls

\$9.30



Pita Wraps

\$8.85



Kids Bowls

\$5.95



Catering

Pricing Varies

Blog

Anzo's Newest Dessert: Baklava

by Grace Brown

A fiery sunset hangs on the horizon, with the tops of citrus trees and grapevines entangling the caldera. A buttery, decadent scent wafts to your nose, tying an invisible string from your footsteps to a warm oven. Filo, honey, and pistachios blanket each other in a wondrous square, one that you never want to end. It's a crime for one to go through life without indulging in the marvelous dessert that is Baklava.


Baklava originated in Ancient times, evolving in Turkey and in the Ottoman empire. Its rich layers represent the delicacy of life, being a dessert so luxurious that it was served to royalty. In between each layer lies a buttery honey and pistachio filling stacked to perfection. Every piece will have you feeling grandiose and absolute.

As summer nears, Anzo is bringing a taste of the Mediterranean right to Boynton Beach - our masterly chefs are whipping up Baklava for our most royal and loyal customers. We can guarantee that we will have you seeing the crystalline waves of Cyprus and hearing the flutter of a Mandolin as you leave our doors. Join us for a voyage East, we'd love to have you aboard. Try our BaklavAnzo today!



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CONTACT

First Name

Last Name

Email *

Message

Send

Map

Satellite

by Blvd

E Gateway Blvd

Lawrence Rd

Stress Ave

Old Boynton Road

Boynton Beach

Old Boynton Road

W Boynton Beach Blvd

Anzo

Directions

+

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Terms of Use

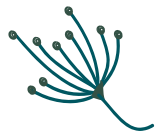
Report a map error

Let's Chat!



Thank you!

Any questions?



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**



Appendix



Appendix 1: ANZO Brand Guide

OUR MAIN LOGO IS THE IMAGE OF OUR BRAND



OUR ALTERNATIVE LOGOS ARE OTHER VARIOUS VERSIONS WE CAN USE



OUR COLOR PALETTE COMMUNICATES BRAND PERSONALITY



#0B3954



#BFD7EA



#63264A



#335145



#B3B492



#FFFADC



#D4D1D1

FONT GUIDE: Font designs that allow for a clean and uniformed look.

Large Heading

SUB-HEADING GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna, eu consectetur risus faucibus eget.

FONTS IN USE: These typefaces speak for our brand.

Frunchy Sage

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*

Didact Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*

HOME

ABOUT

MENU

NUTRITION

CONTACT

CATERING



Appendix 2: Celeb Order Instagram Post



WHAT BOWL WOULD YOUR FAVE CELEB ORDER?

Swipe to find out! 

THE LIZZO
bright, colorful, energetic



THE PRATT
simple, quick, protein-packed



THE BILLIE
bold, edgy, daring



Appendix 3: Summer Bowls Instagram Post



Appendix 4: Dessert Infographic

Dessert Fit For Royalty: Baklav^{ANZO}



Filo, honey, and
pistachios
blanketed into a
decadent square

- Baklava represents the delicacy of life, being a dessert so luxurious that it was served to royalty



Anzo is bringing a taste of the Mediterranean to Boynton Beach - our masterly chefs are whipping up Baklava for our royal customers all summer.

We will have you seeing the crystalline waves of Cyprus and hearing the flutter of a Mandolin as you leave our doors!



Try our Baklav^{ANZO} today!

Appendix 5: Re-Opening Instagram Post



Appendix 6: Health Benefits of Falafel

5 Surprising Health Benefits of Falafel



A mediterranean
DELIGHT

- 1 Rich in Fiber
Lower cholesterol
& level blood sugar



- 2 Healthy Antioxidants
Cumin, Cardamom, and
Coriander keep your
immune system strong .

- 3 High in Protein
To keep you
feeling full.



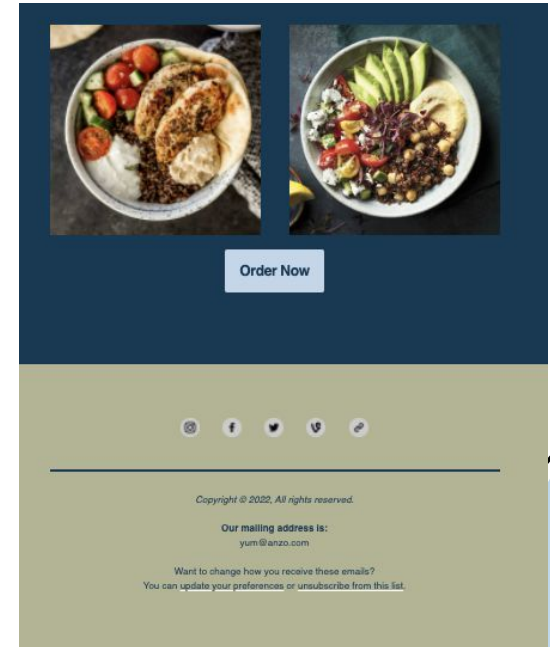
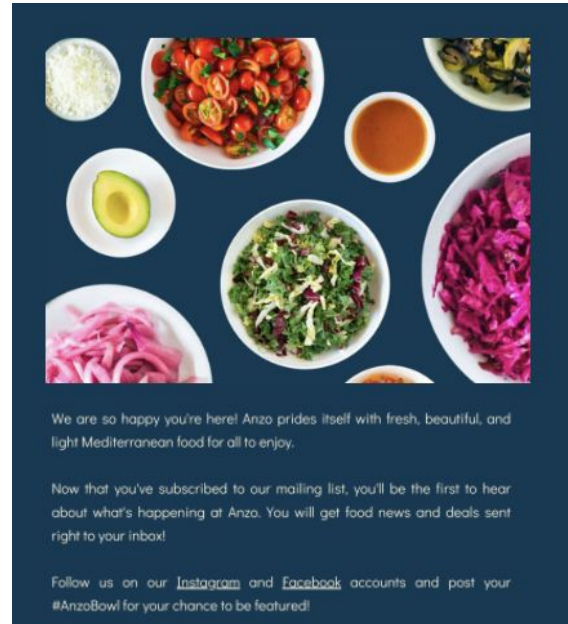
- 4 Vitamins & Minerals
Magnesium, Potassium,
Folate, and Calcium are
essential to your health

- 5 They're Delicious
And delicious things
are inevitably good
for you.



Come try our falafel today!

Appendix 7: Welcome Email



Appendix 8: Revitalized Brand Email



Appendix 9: Pandemic Changes Email

THE ANZO NEWSLETTER

Here are some of our pandemic changes to give our customers safer dining experience:



Regularly washing our hands

Regular Covid testing



Every employee wears a mask

Regularly cleaning



Appendix 10: Customer Personas



Customer Personas

Appendix 11: Blog Posts



Blog Posts