



CREATIVE BRIEF

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THE NEW HEALTHY-CASUAL FOR WORKAHOLICS

BUSINESS OBJECTIVE

To promote Sweetgreen's concept of a healthy fast-casual dining option to the wider adult market with the aim of raising Sweetgreen's brand awareness and increasing salad sales by 20% within the next three months.

INSIGHT

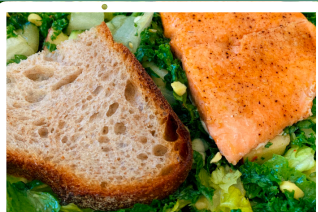
Busy people are facing unhealthy diets as a result of consuming fast food for time-saving purposes. This may seem like a minor issue; however, when taken into account the level of lacking nutritional value in junk food, this can be a major problem in the longer run for the health of those individuals.

SINGLE MOST IMPORTANT IDEA

One should not neglect healthy foods no matter how busy one's life gets.

MANDATORIES

Push out most ads through podcasts, networking social media platforms, and public transport areas (bus stops etc.). Emphasize on the convenience and healthy aspect of SG. Logo must be visible.

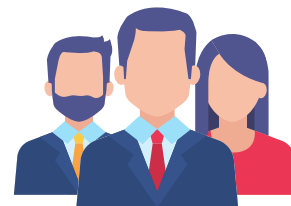


BRAND VOICE: FRIENDLY AND INFORMATIVE

OUR TARGET CONSUMER

WORKAHOLIC MILLENIALS

A 27-year old working woman employed as a strategy consultant for a well-known company. Scheduling a time to meet up with her would be impossible due to all the client meetings and strict deadlines she has in her calendar. She listens to podcasts about business management. There is nothing more important than making sure she exceeds her client's expectations in her projects. Diet is second to work. Anything fast and convenient is enough to feed her through her daily routine. No time to care for calories or healthy foods. Work life for the win.



WHAT DO THEY CURRENTLY THINK?

Time is money. Every second matters. Less eating time means more productivity. They prioritize immense work over a healthy work-life balance. This often makes them ponder...

"Why eat at a casual dining restaurant when you can save more time by eating at a fast casual restaurant?"

WHAT SHOULD THEY THINK?

"There are healthy ways to maintain a busy, fast-paced life."

SUPPORT POINTS

Sweetgreen's farm-to-table experience takes less than a minute for their service execution. Their service station is lined up so consumers are able to quickly move through while choosing their vegetables. Take-out options are also available in their sustainable to-go bowls that are favorable to consumers who are in a hurry.

Most people think of quick service restaurants as ones with junk food. When opting for a quick, convenient meal, they think of fast food. Not many are aware of healthy fast-casual restaurants that are beneficial to their health.