Strategic Message Planner

**Strategic Message Planner: Chill Since '93**

**Advertising Goal**

To persuade Chicagoans that Chill Since '93 is a new West Coast cuisine restaurant worth visiting.

**Client: Key Facts**

1. Brandy Melville is an Italian clothing and fashion accessories brand.
2. Brandy Melville was established in Italy by Silvio Marsan but gained most of its popularity in the United States, specifically in California.
3. Brandy Melville has 97 locations around the globe, with 36 locations in the U.S.
4. Pac Sun and Nordstrom sell Brandy Melville products.
5. Chill Since '93 opened in 2021, Silvio Marsan opened three locations: one restaurant in Los Angeles and two locations in London.
6. Chill Since '93 offers pizza, sandwiches, desserts, and drinks at their Los Angeles and London locations.
7. Brandymelville.com eCommerce net sales are generated mainly in the United States and the United Kingdom.
8. Brandy Melville and Chill Since '93 have chosen not to use advertising and mainly rely on social media, particularly Instagram.
9. Silvio Marsan and his son Stefan founded Brandy Melville in Italy in the early 80s. Silvio Marsan opened the first U.S. store in 2009, bordering the UCLA campus.
10. Brandy Melville's estimated annual revenue is currently $93.5M, with 328 employees.

**Key Insight**

Founder Silvio Marsan understands the lives of young women and the beauty standards they face. Silvio Marsan sells fashion apparel and food products that are aesthetically pleasing to teen girls living in Chicago.

**Product: Key Features**

**What Is The Product?**

1. Chill Since '93 offers pizza, sandwiches, desserts, and drinks.
2. Chill Since ‘93 is decorated with a Malibu teen aesthetic.
3. Single-serving pizzas sell for $12 based on toppings.
4. Chill Since '93 offers catering.
5. Chill Since '93 and Brandy Melville have olive oil for sale at $25.

# **What Is The Purpose of the Product?**

# The purpose of Chill Since '93 is to provide West Coast inspired cuisine to teenage Chicagoans “I wanted to bring Chill Since '93 to Chicago to prove that Californians can make great pizza too. Bringing the California beach culture to Chicago is exactly what these young girls need, who needs deep-dish when they can get a matcha instead.” said Silvio Marsan.

Chill Since '93 wants to provide an experience to young teenagers living in Chicago, the restaurant is decorated with white picnic benches, fairy lights, and a beach color palette. Chill Since '93 encourages young girls to take pictures and sometimes features real customers dining at the restaurant on their social media pages.

**Target Audience: Demographics and Psychographics**

The target audience for this ad is primarily women aged 18-24 who are Brandy Melville consumers and are interested in the performing arts. Target members live in the Chicagoland area and have graduated high school, being part of the Gen-Z generation. According to Statista.com, a 2022 survey in the U.S. revealed that over a quarter of Gen Z consumers are counting calories and eating clean.

The average age of the audience is 20. Target members have a household income of 250,000+ and live with 3-4 people. They are primarily white and are not married nor have children. Members of the target audience mainly live on the West Coast and Midwest, living in county size A. Most members of the target audience are employed and work part-time.

Many of these women spend money on clothing and beauty products annually. They enjoy spending money on nightlife, including going to bars, dining out, and attending live performances. Most of these women enjoy attending live comedy performances and music performances and participating in and attending local theatre. Many of these women like to make life as fun as possible and seek variety in their everyday lives. Target members prefer to go out on the weekends rather than stay home. Target members define themselves as “spenders” rather than “savers.”

Most of these women are influenced by the latest health food trends and eat healthy foods; eating fattening foods makes women of this age group feel guilty. When the target audience members dine out, the food is as important to them as the restaurant experience. A lot of these women prefer salty and sweet foods over organic foods. Target members are usually the first out of their friend group to try a new food or restaurant.

Target members prefer advertisements on the internet; they believe it is useful and give something for them to talk about and share with friends. When advertisements are posted on the internet, target audience members find them amusing, specifically on their mobile devices. At times, target audience members find advertisements on social media lack credibility and seem alike.

Target members are heavily influenced by what’s “hot” and “what’s not” and when seeing a celebrity endorse a product, they are more inclined to purchase that good or service. Since a lot of these women are on social media, they like to share and post their reviews or opinions about a specific good or service.

**Product Benefits**

1. Chill Since '93 offers healthy and flavorful foods inspired by West Coast cuisine.
2. Chill Since '93 offers a Malibu beach experience when dining, decorated with a beach color palette and white picnic tables.
3. Chill Since '93 is affordable for young teenagers, most dining options are under $15.
4. Chill Since '93 offers breakfast, lunch, and dinner options with various non-dairy and vegetarian/vegan options.
5. Chill Since '93 is popular on social media and is endorsed by internet influencers.

**Direct Competitors and Brand Images**

Left Coast Food and Juice

1. Left Coast Food + Juice also serves West Coast cuisine to Chicago’s northside. Left Coast Food + Juice is a “lifestyle café” like Chill Since '93. They serve healthy dining options for breakfast, lunch, and dinner. Their menu is like Chill Since '93, with their prices ranging from $5 to $20.
2. Target members visit Left Coast Food + Juice for their pressed juices and smoothies, however most members get their drinks and food for takeout since there aren’t many places to sit due to the size of the café.
3. Target members prefer to visit Left Coast Food + Juice in person; there are reviews of their inadequate delivery service and a tendency to mess up orders.

Summer House Santa Monica

1. Summer House brings a California-inspired menu to Lincoln Park. The restaurant is beach-house inspired, similar to the interior of Chill Since ‘93. Summer House serves breakfast, lunch, and dinner. Summer House also has a coffee café like Chill Since '93. What sets them apart from Chill Since '93 is their price range from $15-$50; this is more of a restaurant space than a lifestyle café.
2. When visiting Summer House, target members often wait over ten minutes for a table. The restaurant is popular in Lincoln Park, and reservations is recommended; there are better places to dine for a quick bite when strolling Lincoln Park.
3. Summer House is an ample dining space, designers meticulously made the space feel like a beach house. Target members feel the restaurant's aesthetics overcompensate the food's quality.

The Fillmore Chicago

1. The Fillmore Chicago serves contemporary West Coast cuisine to the Chicago Loop. What differentiates them from Chill Since '93 is that the Fillmore serves Asian fusion cuisine. The Fillmore is more of a restaurant than a café, describing their space as having a mid-century design. The restaurant price range is $5-$30, slightly more expensive than Chill Since '93.
2. The restaurant is new, and target members feel the service could be better due to understaffing, resulting in long wait times.
3. The Fillmore is next to the Gray Hotel in the Chicago Loop. Hotel guests have complained that when they ordered room service, the food was cold, and the quality did not match the price listed on the menu.

**Indirect Competitors and Brand Images**

Deep-Dish Pizzerias

1. Chicago is known for its deep-dish, and target members visiting Chicago may want the traditional Chicago deep-dish pizza rather than California-inspired pizza.
2. Target members feel deep-dish pizza is too traditional and greasy, target members may want to try something new.

Lifestyle Cafes

1. Target members may want to visit a lifestyle café with more of an ambiance to spend 3-4 hours doing work on their computer rather than eating a quick bite.
2. Target members prefer to visit a café to spend time with friends and relax.

**Product Brand Image**

1. Current Brand Image: The target audience believes that Brandy Melville sells trending fashion apparel, but their restaurant Chill Since '93 is less prevalent.
2. Desired Brand Image: Chill Since '93 is as trending and relevant as Brandy Melville. Not only do internet influencers shop at Brandy Melville, but they have also dined at Chill since '93.
3. Brand Image Challenge: The target audience is unaware of Chill Since '93, their social media and advertising being redesigned in 2023.

**Strategic Message: The Promise**

Chill Since '93 is a trending restaurant, dining at Chill Since '93 and posting it on social media will make target members feel like internet influencers themselves.

**Supporting Evidence: The Proof**

1. Chill Since '93 offers a variety of foods for everyone, including non-dairy, vegetarian, and vegan options.
2. Chill Since '93 is aesthetically pleasing, pictures and videos are encouraged.
3. Chill Since '93 is affordable for teenagers, most items are under $15.
4. Chill Since '93 is in a popular shopping and dining district in the Northside.
5. Internet influencers dine at Chill Since '93 and shop at Brandy Melville, uploading their visits on social media.