

Creative Concepting & Copywriting

RESTAURANT CONCEPT

By Kenia Garnica-Avila

Food Consumption Insights

Eat takeout between 1-3 times a week

Order from restaurants 1-2 times

Seeking/ cooking healthier food options

More likely to try new things



What's the New Normal?



- Convenient, healthier food options
 - Improving healthy habits
 - 30% of Americans are leaving meat off their plates and seeking out plant-based meat alternatives
- Wider range of vegetarian and vegan options
 - Plant-based "meat"
 - Dairy-free

Goal

The fast food segment needs a healthier fast food chain alternative that offers a larger variety of vegan or vegetarian options.



Consumers are changing their habits to healthy alternatives.

Consumers are increasingly choosing dairy-free or vegetarian food options.

Current fast food chains don't provide a wide variety of intentional vegan alternatives.

Audience

Insights

- Consumers aged 20 to 35 years
- Health-conscious, broad minded, and engage in physical activity

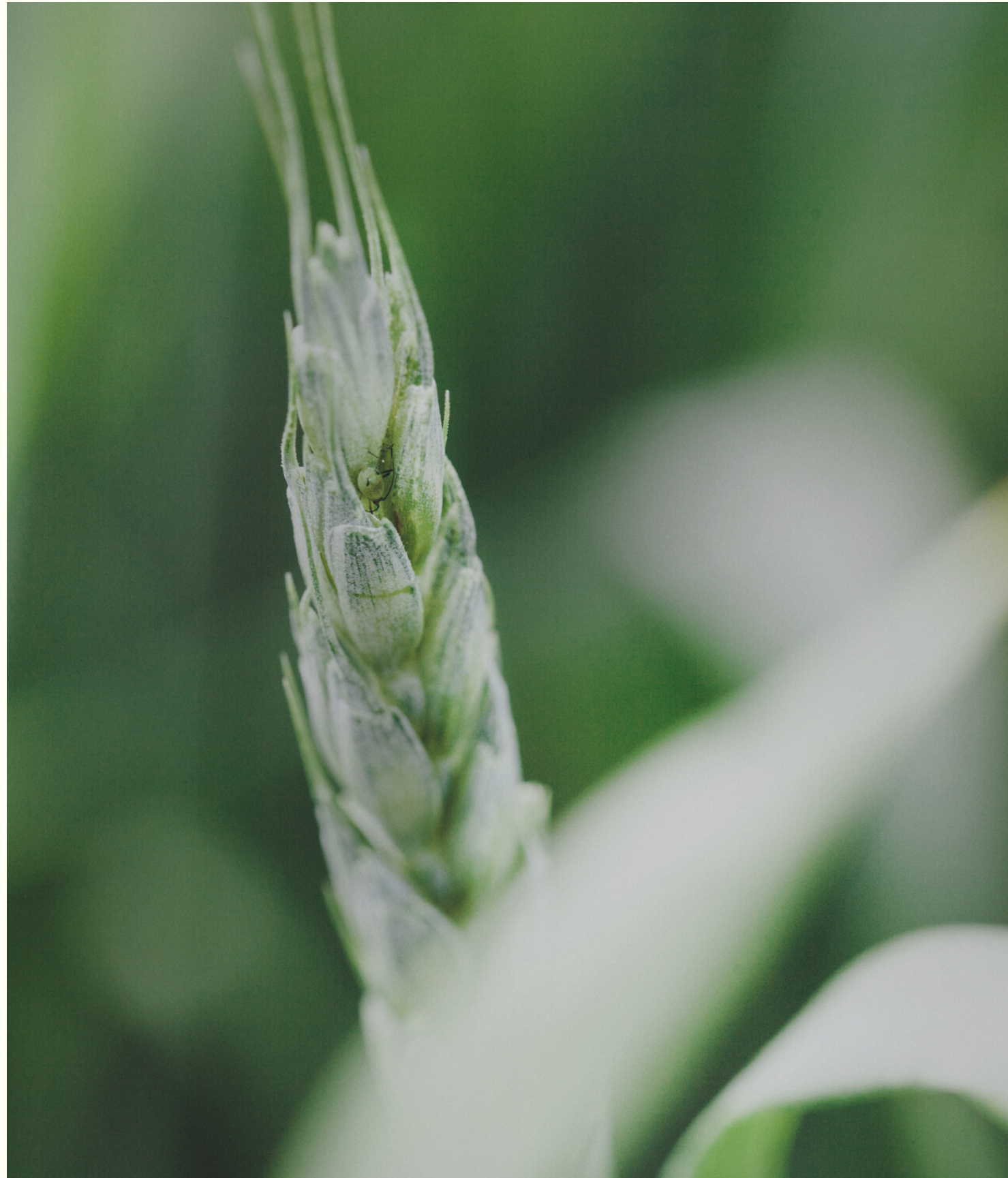


Katherine Hall
31 years old
Married w/kids
Busy career life
Dairy-free and cutting back
on meat consumption



Andrew Ray
25 years old
Single
Full-time job
Actively exercising
Vegetarian diet

Cite: PR Newswire 2020



Concept

Natural Craving

Natural: Positive connotation in relation to health & wellness.

Craving: Suggests that this healthier fast food option is delicious enough to be craved.

Message

Guilt-free satisfaction.



Image

NATURAL CRAVING
Guilt-free satisfaction



Plants/greenery

Leaves to signify plant-based food will be a focal point, as shown in the draft logo.



Healthy food

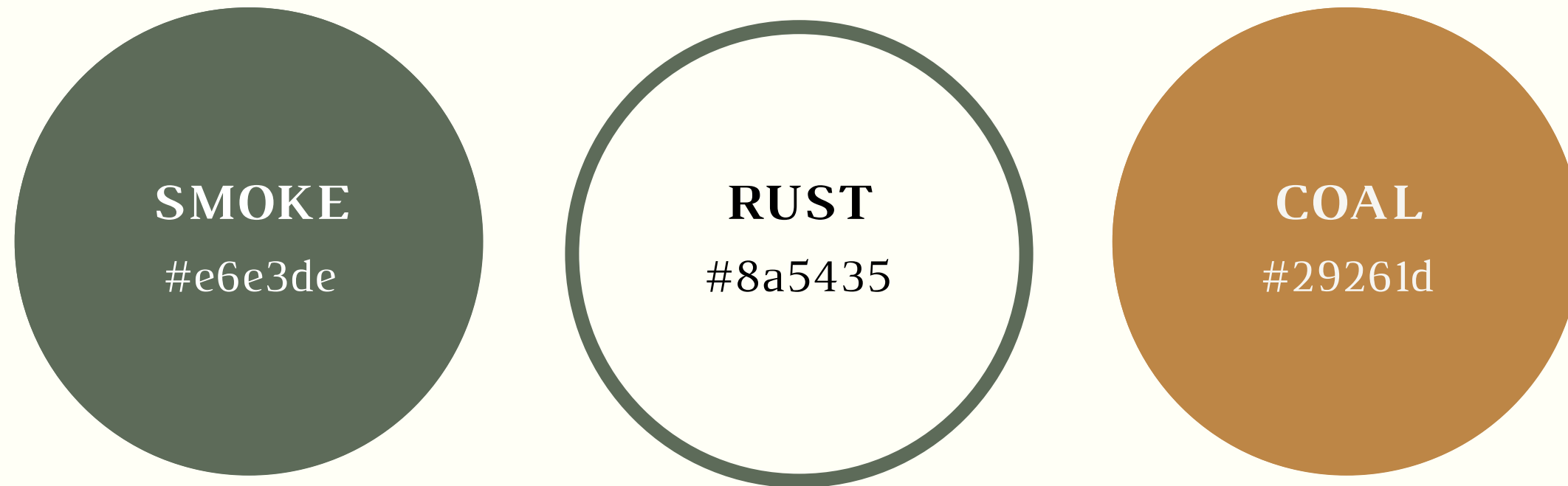
This imagery includes food options that look both 'healthy' and tasty. We want to showcase friends and family enjoying this convenient and healthy option together



Treats

Healthy food doesn't always have a good reputation for being tasteful, that is why it's important to show a variety of other foods and treats that can satisfy a craving.

Style



COLOR PALETTE & TYPOGRAPHY

Natural Craving will use neutral colors including the more natural green, a warm white, and a gold/tan accent color. The typography includes **Bold Cooper Hewitt** for headers and **HK Grotesk Light** for body text. I want Natural Craving to emit a warm and welcoming vibe and also maintain an association with nature, greenery, and quality. I included leaves in the logo because I think it would make the purpose of this fast food chain universally known, as I think it signifies a more plant-based, natural restaurant.



Theme

We don't always have time to commit to healthy habits, especially when it comes to preparing quality, tasteful food. After a long morning or day, sometimes you have to order from the most convenient restaurants—fast food restaurant. But they aren't always the healthiest or they simply don't have many non-meat options for you to choose from. At Natural Craving, you'll have more than enough options to satisfy your vegan or plant-based cravings whenever you want. Come satisfy your cravings guilt-free.

Thank You!

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