**CREATIVE BRIEF | STORY in a STORE KETEVAN MATIASHVILI, MARIAM JANDIERI**

**Who we are? | Background information about Europroduct**

Europroduct is a “**traditional”** retail chain that exclusively imports **high-end quality** products from mostly well-known **international brands** in the **food industry.** With its **diversified portfolio** it **aims to educate** and introduce **European quality** to Georgian customers.

**Who our customers are? | Target audience**

Urban working professionals eager to be educated, care what they eat, consider quality of products and at the same time strive for new experiences through socializing and networking.

**What has inspired us to create a new service? | Key insights**

* There are people who want to be enlightened about food science and are demanding detailed information about the products presented on the shelf;
* Nowadays nighttime entertainment is not sufficient in meeting the demands of Europroduct’s target audience;
* There is a increasing interest in the food industry, especially Georgian fusion both from tourists and Tbilisi residents;
* There is a growing tendency that customers want experiences not ‘things’.

**What do we offer? | Name of the service**

Story in a Store – experience driven destination

One specific shop on new location will undergo a radical transformation at night from 8 pm. Here, the customer will have the opportunity to interact with Europroduct in a new way and rather than just buying a product, the customer can physically, tangibly and sensually engage with categories or brands. The shop converts into a creative space with an eatery, a food museum and cooking master classes. The themes will change according to different topics and categories (e.g. cheese, coffee, ice-cream, chocolate, beverages, etc).

**What do we say to our customers? | Key message**

Experience your part of night time

**How do we communicate? | Tone of voice**

The tone of the voice of “Story in a Store” will be delighting, educating and engaging. The venue will be experimental and interactive, offering enjoyment and adventure.

**What do we want to achieve? | Campaign objectives**

* Customer oriented objective – Satisfying the interest of the customers and enhancing their night time entertainment experience;
* Brand oriented objective – Strengthening the competitive advantage of the Europroduct brand (expressed in obtaining a Trip Adviser certificate and being represented in the top choice of “Lonely Planet”);
* Industry oriented objective – Creating a benchmark of store experience.

**How effective do we want to be in 6 months period? | Campaign KPIs**

The sales revenue of the retail chain is increased by 20%; The sales revenue of the specific product category that will be presented in the experimental venue is increased by 35%; The brand awareness of Europroduct based on search volume data is increased by 25%; The number of visitors in ‘Story in a Store’ is at least 200 per day; The average amount spent by each consumer is at least 50 Gel; The net promoter’s score is at least 8 (positive).

**What do we expect from the advertising company? | Deliverables/ budget/timeline**

1. A brand style guide (4,000$) by 28 May 2018, (logo, typography, imagery, colour pallet, voice, brand story)
2. A venue design (10,000 $) by 4 June 2018.

In a moment of time, one traditional retail store (140 m2) should be converted into a creative food space including:

* An eatery – where customers can sample Georgian fusion while socializing and networking;
* A museum – where customers can dive into interesting information about different product categories and have an opportunity to interact with farmers and producers;
* Masterclasses – where customers can learn and advance their cooking skills.

The final product should offer an intimate experience with an amicable and human touch.

1. A launching campaign (12,000$) by 15 September 2018, including the actual launch event and social media activation + a 6 month plan

**Which media do we want to use in reaching out to the intended audience? | Media channel**

Publications (newspapers, magazines and journals), Website/blogs, search engine optimization, social media, tour operators – travel companies, partner sales.