



The Messy Bowl

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Concept

Here at the Messy Bowl Food Truck, we want to center our business around the goal of bringing our consumers options when it comes to their meals. This has influenced every part of our company, from the method our user base would use order from us to the meals one could order by integrating a modular system designed to make providing our service manageable and customer-friendly.



Target Market/Demographics (DMA?)

As an Austin-based company, we want to integrate the cultural values of our home into the values of our company. Austin is a technology-forward, ever-growing city that has turned it into one of the most popular destinations to move to that has been ranked highly as a good place to start a career, a life, and a family. (Austin Relocation Guide) We chose Austin specifically because of its welcoming approach to food trucks, with over 1,000 new businesses hitting the streets in 2018, resulting in Austin having the largest growing market for food trucks in the country. (Austin Monthly) (Theis)

Out of the three main poutine competitors we were able to identify (Profiles A-C), we were able to identify that none serve the ingredient variety that we would, meaning that our customizable dishes not only expand further into the fusion market compared to our competitors but would also enable our meals to adhere to the dietary restrictions of more customers, which is an important aspect of any dining service to our consumer market.

None of our competitors also take advantage of the technological component that we would through our digital ordering system, which would make our company more adaptable to the complex issues currently facing the dining industry as a result of the pandemic, and allows us to service customers that aren't within the vicinity of our location.

Because of the up-and-coming nature of our host city, as well as some research on food trucks and average consumers, we believe our main focus should be on targeting 18-34-year-old customers because they are the age group most likely to order from food trucks, and the generation most likely to have had prior experience with that kind of service. (Coughlin) (Statistica)

SWOT



Strengths

Options

- The modular approach to our menu has allowed us to provide multiple combinations to increase the variety of our service.
- The modular concept also pairs well with our emphasis on technology because the segmented phases make choosing specific aspects of your meal easier through our platform.

Diet-Friendly

- The modular options allow customers to customize their poutine to fit their dietary needs through the use of unique sauces inspired by cuisine from around the world.

High Traffic

- The presence of food trucks is widely accepted in Austin, which means we have exposure to a wide audience of seasoned fast-food consumers (Austin Monthly).

Ingredients

- Potatoes are a staple for any meal here in Texas, especially when paired with meat, which indicates that we could pay tribute to the essence of Southern fast food by establishing ourselves.

Weaknesses

Culture Shock

- Poutine is not a common dish in Texas due to its Canadian origins, and we could have a harder time convincing people to try it. Additionally, we also have a unique approach to poutine, as we're including many different types of nontraditional poutine gravies. This could potentially be confusing if people aren't familiar with poutine as a concept.

Technophobes

- Research has shown us that consumers are conservatively tolerant of technology when it comes to restaurants and since that is such a big part of our business model, the operation of it has to set a good impression. Otherwise, we will suffer the consequences and be seen as creating an awful customer experience. (Anil and Buckland)

Opportunities

Ahead of the Curve

- Technology implementation into restaurants has been a game-changer in the past year, and by including it in our main business plan, we have more time to develop and test our service prior to opening for optimum user experience.

Influencers

- The foodie nature of this town has a prime variety of local influencers and community leaders that can help promote our business, and we can be flexible enough to work with them for the benefit of our company. (Choi)

Threats

Competition

- While there aren't many poutine food trucks in Austin, we have identified a few pre-established ones that we have to compete with, as well as all of the other food trucks with different options. (Austin Monthly)

Marketing Mix

Product

The poutine food dishes we serve have been broken down into four main parts; the base, the solid, the sauce, and the garnish. Each category features a wide range of options in terms of what can be used to assemble the final bowl, allowing customers to experiment with what they want to eat.

The base refers to the potato portion of the dish. Potatoes are essential to any poutine, so we have a few options on potato types and cuts for perusal. The solid refers to the additional food item that can be added to the dish. Traditionally this solid is a cheese curd, but through our service, users can substitute this for a large variety of vegetables and meat options, as well as diced cuts of cheeses, grains, or nuts. The sauce part of the dish can also be exchanged for a few options, such as different condiments, gravies, oils, and pastes. Finally, the garnish is the last ingredient to any dish, which provides a finishing touch and a final kick of flavor, and once more, the customer has options to choose from, such as finely chopped herbs, vegetables, or meats, as well as shredded cheeses, spices, and seasonings.

By providing such a large variety, not only do we make sure each dish is unique, but we can also adhere to the specific needs of our customers through their dietary preferences. Once the dish is constructed, we seal it up with a heat-sealed cellophane wrapping over a recyclable bowl to minimize waste and plating time and we deliver it to a happy customer. This heat-sealed wrap also allows the dish to be warm for longer than average take-out, so customers don't have to worry about immediately eating it after purchasing.

Place

The Messy Bowl will be operating physically in many designated food truck areas throughout the city of Austin, Texas, but will be accessible through our personal online ordering platform, which can also be linked to online delivery hubs such as UberEats and DoorDash. Locations of the food truck include Northside Food Truck Park and Mueller Trailer Eats (Claire).

Price

With our target investment of \$50,000 towards marketing, we have worked out a reasonable budget plan in order to deliver a successful establishment of our business.

Marketing Budget		
Social Media		Total Spend: \$9,000
What	Additional Details	Price:
Instagram	\$0.5-\$1 per click = ~4,000 impressions (Karola Karlson)	\$2,000
Facebook	\$0.5-\$2 per click = ~4,000 impressions (Thomas J Law)	\$2,000
Twitter	Promoted Tweets= \$0.50-\$2 per click = ~4,000 impressions (Fitzpatrick)	\$2000
TikTok	Because TikTok Ads cost a premium, we're opting to create TikToks on our own (O'Connor).	\$0

Reserved Influencing Budget	Digital marketing usually adheres to \$100 per 10k followers (Carbone) List of local influencers to reach out to (Duyne)	\$3,000
Events		Total Spend:
What	Additional Details	Price: \$7,000
Launch Event	Open for in-person service	\$3,500
Pop-Up Events - Delivery Day	- Launch of app services in addition to in-person dining	\$3,500
Technology		Total Spend: \$3,960
What	Additional Details	Price:
App Management	\$80/month for a full year of service	\$960
Website	Custom website for truck featuring menu	\$3,000
Additional		Total Spend: \$4388

What	Additional Details	Price:
Swag Bags	Given at Pop-ups, Soft Openings, Launch (4 total) The first 100 Customers at each event get one. -Reusable Cutlery Set w/Logo=\$2.49/set (400 sets =\$996.00) -Drawstring Bag w/ Logo=\$1.45/bag (400=\$580.00) -Tumblr w/Logo=\$6.93/tumblr (400=\$2772.00) (via 4ImprintUSA)	\$4348.00
Printed Media	<ul style="list-style-type: none"> - 500 Community Fliers = \$0.02/flyer (\$10) - 3000 Vinyl Stickers = \$0.01/sticker (\$30) 	\$40
Total Spend: \$24,348		

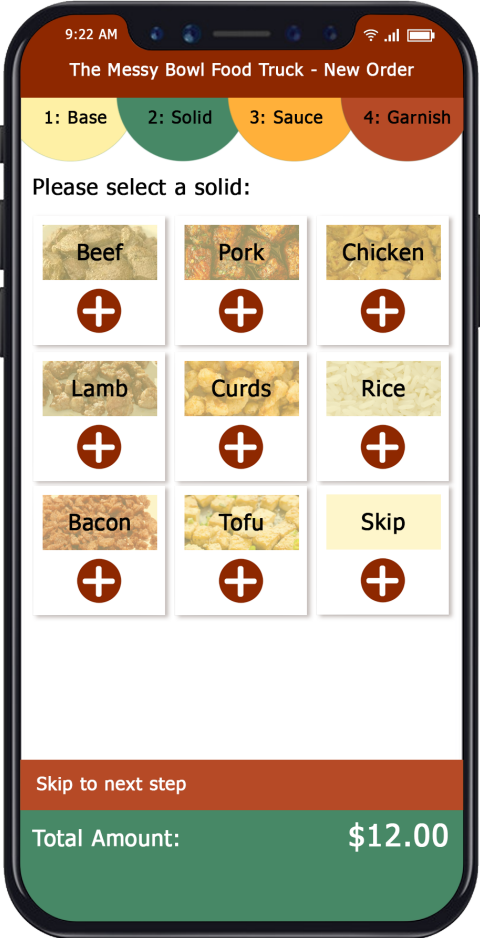
Promotion

We intend to market ourselves mostly through social media and targeted advertising to the community, which means we will have established accounts featuring our website links, images of our truck and products, an interactive element for people to track our movements and activities, and update our consumers about our progress.

Media Plan

Summary

Our Media Plan utilizes social media, a website, and our app to promote events leading up to launch. We first attract attention in Stage 1, through the use of advertisements on social media leading up to our first Pop Up Event. An incentive to come to this Pop Up Event would be the Swag Bag that will be given to the first 100 customers, and an exclusive coupon that can only be used through our app and for that specific Pop Up Event. We repeat this process for attracting interest in Stage 2 and Stage 3. During Stage 4, we prepare for our Soft Opening and our Launch by utilizing influencer marketing to drum up hype. Ad releases are used throughout the entire Media Plan, as well as coupons that would be exclusively distributed through our app.



Key Performance Indicators

Our KPIs consist of social media traction before launch.

What	Objectives
Instagram	<p>More than 4,000 impressions in the first month.</p> <p>At least 5000 followers before launch.</p> <p>At least 25 likes or more per post.</p> <p>Posts will revolve around the food truck location, new products, etc.</p>
Facebook	<p>More than 4,000 impressions in the first month.</p> <p>At least 1000 likes on the Facebook page prior to launch.</p>
Tik Tok	<p>At least 5000 Likes and 10K views on videos.</p> <p>At least 1000 followers prior to launch.</p>
Reserved Influencing Budget	<p>Bring interest to our Instagram page.</p> <p>Reach other foodies across Austin.</p>

Phase 1: Attract Attention

The first phase will consist of launching all social media platforms and introducing our brand values and products. The goal for this phase is to properly introduce our food truck and its unique aspects. Nearing the end of Phase 1, we'll start introducing the locations and products for Pop Up Event A, as well as launch the app to advertise for Pop Up Event A.

Messy Bowl	Attract Attention												
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
Website	Website Launch for Ad Release										Full Details for Pop Up Event A		
App											App Launch for Pop Up		
Instagram	Establish Social Media Presence										Show Menu Items/Location		
Facebook	Establish Social Media Presence										Show Menu Items/Location		
Twitter	Establish Social Media Presence										Show Menu Items/Location		
TikTok	Establish Social Media Presence										Show Menu Items/Location		
Pop Up Events													
Soft Opening													
Ad Release	Introduction/Who we are												
Location Update													
Paid Influencing													
Poster Drop													
Launch Party													

Phase 2: Attract Interest

Phase 2 consists of creating hype and advertising for both Pop Up A and Pop Up B. This phase's goal is to gather interest in our products and our app. The app will have an event coupon exclusive for Pop Up A and Pop Up B. Between the Pop-Ups, advertisements will continue with special advertising for Pop Up B.

	Attract Interest													
	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	
Website	Guide to App											Pop Up B Hype		
App	Pop Up Event Coupon											Pop Up B Hype		
Instagram	Pop Up A Hype											Pop Up B Hype		
Facebook	Pop Up A Hype											Pop Up B Hype		
Twitter	Pop Up A Hype											Pop Up B Hype		
TikTok	Pop Up A Hype											Pop Up B Hype		
Pop Up Events	Pop Up Event A													
Soft Opening														
Ad Release	Ad Release for Pop Up											Ad Release Pop Up		
Location Update												Location Update		
Paid Influencing														
Poster Drop														
Launch Party														

Phase 3: Attract Desire

Phase 3 will consist of the end of Pop Up B and Soft Opening Hype. The goal is to make customers want our products while also driving up hype for the launch. The beginning of Phase 3 will be Pop Up B and various marketing for it, while the end will consist of hype for the Soft Opening. It will also be the first event to have paid influencers advertising on social media as well as an official poster drop.

	Attract Desire												
	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	Week 38	Week 39
Website	Pop Up Event Promotion/App Promotion									Soft Opening Hype			
App	Exclusive Pop Up Event Coupon									Soft Opening Coupon			
Instagram	Advertise for Pop Up B									Soft Opening Hype			
Facebook	Advertise for Pop Up B									Soft Opening Hype			
Twitter	Advertise for Pop Up B									Soft Opening Hype			
TikTok	Advertise for Pop Up B									Soft Opening Hype			
Pop Up Events	Pop Up Event B												
Soft Opening													
Ad Release										Ad Release for Soft Opening			
Location Update										Location Update on All Social Media			
Paid Influencing												Paid Influencing	
Poster Drop												Poster Drop	
Launch Party													

Phase 4: Get Customers Excited for Launch

The last phase will consist of the Soft Opening and the Final Launch. The goal will be to get customers excited about the launch of the food truck. The beginning of the phase is the Soft Opening, along with advertising on all social media platforms and a coupon on the app exclusive to the Soft Opening Event. The later parts of the phase will consist of promotion for the Final Launch. There will be an Ad Release as well as a Poster Drop. The final launch will take place over two weeks, with a Launch Party Promotion on the app as well as Swag Bags available on the first day to the first 100 customers

	Get customers excited for Launch												
	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52
Website									Intro Launch Party				
App									Launch Party Coupon				
Instagram									Intro Launch Party				
Facebook									Intro Launch Party				
Twitter									Intro Launch Party				
TikTok									Intro Launch Party				
Pop Up Events													
Soft Opening	Soft Opening												
Ad Release									Ad Release for Launch Party				
Location Update													
Paid Influencing													
Poster Drop									Poster Drop				
Launch Party												Launch Party	

Branding

When it came to the establishment of our brand, we wanted to emphasize our goal of targeting our millennial audience by giving off fresh, fun vibes while giving a callback to our food and our packaging.

Logo



Visual Language

The circle drives our visual language in terms of all graphic content in relation to our business because of the packaging in which we provide our product. Since we sell poutine bowls, the round shape has become representative of our food, and the values of our service through structured flexibility. Our font choice illustrates the casual dining environment we produce as well as the nature of our poutine being a little 'messy'.

Color Palette



The colors featured within the above palette were the colors we chose to represent our company and brand. Inspired by our food, the three main colors are all callbacks to various modules featured in our ordering service; the base (#FFF0A5), the sauce (#B64926), and the garnish (#468966).

The darker tones also symbolize our commitment to variety and choice and altogether provide a fun palette that represents freshness, warmth, care, and order, all of which are just the kinds of characteristics we want to be associated with our brand. (Chapman)

Social Media

The social media approach we have will be geared in two specific directions; informative and trendy. Since we plan to integrate technology into the foundation of our business, it will be a key tool for informing and interacting with our user base. We have four specific social media platforms in mind that we intend to maintain (Facebook, Instagram, TikTok, and Twitter) and content will be distributed adaptively across platform types.

Informative posts will usually involve key details about our menu, location, prices, or production, and any changes made to one of those categories. For example, food trucks are known to stay in one place or move to multiple locations within Austin, so sometimes it will be necessary to maintain a location tracking update post, which would exclusively be posted on Facebook, Instagram, and Twitter.

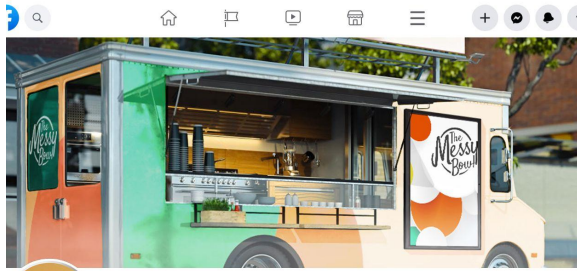
The trendy approach to social media would focus more on creating content related to our company that adhered to the rules of popular fads across the platforms that would generate views and likes. Participating in these trends exposes our brand and allows us to

promote our business and our app online, as well as potentially receive income and sponsorships. One particular trend for example would be the hashtag #Foodporn, which details the production process of a dish in cinematic quality to enhance the appeal of the food and that could be posted on all platforms within a video format. The platform that will be exclusively dedicated to our trendy-gearred posts would be TikTok, since the platform values personality over traditional brand posts (O'Connor). The app provides an excellent selection of tools to create these posts without much hassle, in comparison to other social media platforms (Vaynerchuk). TikTok videos created can be cross-posted to other social media platforms without too much editing of its formatting.

Instagram

The screenshot displays the Instagram profile for 'The Messy Bowl' and a recent post from the account 'messybowl_truck'. The profile header shows the name 'The Messy Bowl', a circular logo with the text 'The Messy Bowl', and statistics: 15 posts, 423 Followers, and 35 Following. Below the header, the bio reads: 'The official account for The Messy Bowl food truck! Download our app and come try our delicious fusion poutine and visit our menu at https://themessybowl_truck.org/'. There are 'Follow' and 'Message' buttons. The main content area shows a grid of food images and a post from 'messybowl_truck' featuring a photo of the food truck. The post caption says: 'Today we hit the road to celebrate our launch! #themessybowl #foodtruck #fusionpoutine ... more'. It has 5 comments and was posted 15 minutes ago.

Facebook



The Messy Bowl
Food Truck - Austin, Texas

Home About Events Videos More

Liked Message

About

See all

- 1,350 people like this, including 8 of your friends
- 1,370,440 people follow this
- http://themessybowl_truck.org/
- Send message
- Studio

PINNED POST

The Messy Bowl

Today at 7:00am

Today we are hitting the road to celebrate our launch! Come visit us to try our amazing fusion poutine!



Like Comment Share

Jordyn Buckland and 4 others

Write a comment...



The Messy Bowl

Today at 7:00am

Today we are hitting the road to celebrate our launch! Come visit us to try our amazing fusion poutine!



Like Comment Share

Jordyn Buckland and 4 others




Write a comment...



Twitter


 **The Messy Bowl** ✓
messybowl.truck

Hitting the streets in style! Check out our fusion poutine at our launch party @ 3pm CDT! #themessybowl #fusionpoutine #food



7:00 AM · Jan 20, 2020 · [Twitter for iPhone](#)

9 Retweets 42 Likes



Conclusion

Our intention with the Messy Bowl is to seamlessly integrate technology into our business model for the optimization of our production pipeline and the satisfaction of our customers, which is why we have allowed it to inform every part of our business model. We strive to provide convenience and clarity through our ordering system while also delivering delicious food. With this in mind, we are prepared to take on the competitive food truck industry growing on the streets of Austin, Texas.

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Index

Profile A: Texas Poutine

Texas Poutine is our largest competitor out of all the companies, with a reasonable variety of poutine dishes to choose from, that are decently priced and they have a well-established platform in which to promote their company. (Texas Poutine)

Pros

- Their online presence only extends to social media and does not allow for consumers to order their meals in a sophisticated fashion

Cons

- The pre-established company is our major food service competitor and well-established

Profile B: Baton Creole

Baton Creole is a southern-style Cajun food truck that offers a small variety of dishes, including poutine. Each dish is prepared to align with the ethnic roots associated with the restaurant and does not offer many alternatives to the construction of the meal. (Baton Creole)

Pros

- Despite serving poutine as a dish, this company does not offer the variety that we would that would make the dish accessible to a wide range of dietary palettes

- Their main focus is not poutine, but more specifically Cajun-style food.

Cons

- The pre-established company has the market experience and a loyal consumer base already
- There is an online ordering system associated with this brand

Profile C: Cow Bells

Cow Bells is a catering company that offers dining services through its food truck and burger bar and mostly serves “yellow food”. Poutine is not regularly served as part of this business’s menu, and when it does, often only uses the specific meal as a side to its main dish, burgers. (Cow Bells)

Pros

- Their focus on burgers and not poutine specifically does not make them our primary competitor
- Their ordering system is low-tech and inefficient compared to our proposed system

Cons

- Cow Bells is reasonably priced and does offer a lot of variety in terms of fresh ingredients