

Creative Brief: Panera Bread

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Project: Panera Bread

Project Champion: Dylan Haddad

Background:

Panera Bread Press Release

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About Panera Bread Panera Bread Company owns and franchises 1,562 bakery-cafes as of March 27, 2012 under the Panera Bread(R), Saint Louis Bread Co.(R) and Paradise Bakery & Cafe(R) names. We feature high quality, reasonably priced food in a warm, inviting and comfortable environment. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by antibiotic free chicken, whole grain bread and select organic and all natural ingredients, with zero grams of artificial trans-fat per serving, which provide flavorful, wholesome offerings. Our menu includes a wide variety of year-round favorites complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across this country and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor and free internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need.

Evolving to a more elevated message that better captures Panera's soul can build deeper affinity with our customers and as a result create competitive advantage. As a purpose-driven brand, we believe Panera has the opportunity to shift the dialogue and move from being a brand that is preferred, to one that is truly loved. (Parrish, 2012)

By implanting a rewards program it will be possible to measure a repeat customer loyalty, and after the first initial wave of customers become members, a measurement of new customers who truly love the brand would also be able to be measured. And by partnering this rewards program with a health food store such as Trader Joes Market, it will encourage people to live healthy not just eat healthy. Making Panera a lifestyle not just a restaurant.

Brand Personality:

Cafe chic, Garden-Fresh, Charming, Alluring, Enticing, Warm, Cozy.

Coffee shop meets casual dining. The overall welcoming feeling that Panera Bread vibrates with is one of warmth and comfort enticing you to stay a little bit longer, and to go back up to the counter to get that other freshly prepared dish you just couldn't pass up.

Competition:

The direct competition for Panera Bread is Corner Bakery. They offer same atmosphere and have cheaper prices. Two more less direct competition are Boudin Bakery and Cozi Bakery both of these offer the same brand personality and similar food with roughly the same price however, they are ranked as a lesser competition as they have not broken heavily into the Southern

California bakery. That is not to say that they will not be considered a potential main competitor in the near future.

The Audience:

the audience we are trying to reach is the leisure lunch crowd. Most Panera locations are in a high traffic/ running errands spot, in a strip mall or even in a full scaled shopping mall. By the placement of these locations the ideal quest will be walking by or driving by during “lunch time” 11-4. This gap of time will allow for business people, stay at home types, students meeting, and people who have nowhere else to be in the middle of the day. We would like to push for this audience because it encourages them to have somewhere to be, to meet, to stay and come back. While they are not there in the end of the day we hope to have them at our partnered store Trader Joe’s. The idea is we have them for the day they have them for dinner and it becomes a lifestyle living it (eating fresh and healthy) day and night.

Objectives:

To announce the beginning of this rewards program, we want to push the idea that it is more than a place to go eat, it is an experience, it is a choice you make because you like to feel welcomed and not rushed, it’s not just healthy its life, it’s not just family, its life, it’s a place to be when you have no prior engagements, this way when you do you have a place to be you suggest somewhere comfortable and familiar, knowing where the power sockets are, knowing the workers aren’t going to ask you to leave, knowing when it is busy and the surrounding business. By positioning the brand into such a spot of a Comfortable and Familiar, we can reach the audience we want.

The Message:

Main Message; your home your family – stay with family and be rewarded. Or the tag line: “You’re home, you’re family, isn’t it time you treat yourself?”

It is good to stay where welcomed, by giving out recipes to little items (even if they are a little off, or you have to buy one ingredient from Panera Bread) it would promote the idea of this healthy family lifestyle, encouraging them to try new things at Panera Bread and buying more items at Trader Joes.

The Medium:

Ideally this will be done via print and online. We would like poster advertisements to be put up not only in the location of the Panera but also in surrounding areas with high foot traffic: schools, malls, bus stops. Also in other stores affiliated with the rewards programs.

As far the online medium we would like this to be more of an interactive application than just a banner on the side of a webpage. It can still originate on the static pages but we do not want it to be a click and read online advertisement.

What is the tone of the advertising?

Light, and warm, the message should be soft and encourage the guest to ask more.