



FO
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Cali N

TITO'S

Brand Campaign

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Company History

Cali N Tito's owner Bruno Rubio has been providing the Athens community with great food and good times since 1996. His first restaurant in the city, known as Caliente Cab, originally operated out of a trailer on Prince Ave, offering up an eclectic mix of Peruvian, Cuban, & Columbian dishes. A year later, the restaurant moved to a more solid location on Tallassee Rd as its success grew; simultaneously, Rubio opened Pollo Criollo, an establishment not far from the Cab which served a variety of Latin-American chicken dishes. These two restaurants, beloved by local residents and UGA students, merged in 2006 to create the original Cali N Tito's on Lumpkin St. In 2014, Cali N Tito's at La Puerta del Sol was opened, expanding business to the east side of the city.



Both of these restaurants continue to thrive in Athens, each offering a unique experience to those who dine there. Two key differences between the establishments is that the original location is cash only and has a rare BYOB policy, and the east side joint can take credit/debit cards and houses a bar. Each location has an inviting, casual atmosphere that simulates a vacation, but the buildings themselves are quite different. While the Lumpkin spot resembles a beachy shack, La Puerta del Sol's aesthetic is more like a hacienda. Although the exteriors vary, both Cali N Tito's locations feature ample outdoor seating, colorful decorations, and palm trees, creating an environment that feels as authentically Latino as their food tastes.



Product Evaluation

For over a decade, Cali N Tito's has offered a diverse array of flavorful foods from Central American, Caribbean, and South American cultures. Their current menu selections are categorized into: Appetizers, Sides, Entrees, Salads pa-la Dieta, Platos Vegetarianos, Seafood, Extras, Kids, Desserts, & Beverages. Popular items include empanadas, cubanos, tamales, tacos, and churros. Across these categories, every individual item costs less than \$10. The restaurant also offers several dishes originally from Pollo Criollo, like pollo rico and ceviche, and while these are more expensive than other menu items (ranging from \$12-15), they are still reasonably priced for well-crafted cuisine. With low prices for high quality food, Cali N Tito's is an excellent place to get an incredible meal on a budget.

While most of their business comes from dine-in customers at each of their locations, food can be ordered as take-out or delivered through Bulldawg Food.

Cali N Tito's has become a staple of the Athens community, bringing Latin American culture and cuisine to the city. Here, locals and visitors alike are able to have an authentic international experience in a southern college town. As the brand's slogan puts it, customers can "enjoy our Latin thing!"



Competitive Analysis

Cali N Tito's stands out from its competitors because of its warm hearted staff, authentic experience level for consumers, great decor, and fresh ingredients. Because of the cuisine category, the Athens market is full of competitors. Below are some direct local businesses that serve during similar hours and possess menus of the like.



Agua Linda

Athens Only

Authentic Mexican Food

Prices: \$6.00-\$15.00

Menu Perks:

- Healthy Choices
- Special Desserts
- Margarita Mix
- Kids Menu

Nonfunctional Website

Instagram is developing

Tlaloc

Athens Only

Authentic Mexican Food

Prices: \$3.00-\$16.00

Menu Perks:

- Vegetarian Section
- Breakfast
- Sandwiches
- Desserts

Superb Website

Instagram is lacking



Sr. Sol

Athens Only

Authentic Mexican Food

Prices: \$2.25- \$16.00

Menu Perks:

- Seafood
- Specialty Drinks
- Lunch Specials
- Kids Menu

Incredible Website

Well updated Instagram

El Barrio

Athens Only

Southwestern Food

Prices: \$2.00-\$10.00

Menu Perks:

- Known for Margaritas
- Kids Menu
- Sandwiches
- Salad Bowls

Modernized Website

Professional Instagram



Indirect Competitors

These are indirect competitors because they do not possess the same feeling of authenticity as Athens only businesses. They lack the personal levels that are so important to consumers. Their decor is the same industry wide, and are often considered as less warm and inviting.



Taqueria Del Sol

Moe's

Willy's

Chipotle

Taco Stand



With most of these restaurants being large chains, their prices are relatively moderate and they have well run social media platforms. Moe's, Chipotle, and Willy's are large franchises and have tons of locations. Taqueria del Sol and the Taco Stand are not as widely known as the three previously stated, however they are chain restaurants within multiple cities. Cali n Tito's is not as directly threatened by these because these larger businesses are in a much more sizeable pool.



Consumer Evaluation

Cali N Tito's usual target market includes college students and young professionals in the Athens area. These consumers tend to be on a budget and spend most of their extra income on going out for food and drinks. As an escape from the stresses of daily life, they want to spend time with their friends in a fun and welcoming atmosphere. Relying on their phones in nearly every aspect of their lives, this younger group spends ample time on social media to share experiences and constantly search for new ones. They value authenticity and creativity, preferring to support local small businesses over widespread chains. This group of consumers desires adventure, even in little moments, to break up the monotony of their everyday lives.



In addition to serving locals, Cali N Tito's also caters to visitors of the city. Home to an outstanding university with a stellar football team and overflowing with history, Athens, GA draws plenty of outside customers to local businesses. Included in this group is an older crowd of lifelong UGA fans and their families, interested in a restaurant that has something for everyone. Others may be future students who hope to get an inside look at what the community is all about by visiting local favorites. Whether these consumers frequent the city regularly or are first timers, Cali N Tito's provides tourists a taste of Athens culture.

Trends

Fusion & Flavor

In the U.S. restaurant industry, fusion is a trend that encourages chefs to experiment with recipes, putting new spins on classic dishes. While many may initially think of unusual food combinations like sushi burritos and ramen burgers, most fusion dishes blend cultures in a more thoughtful and tasteful way. On a similar note, restaurants are incorporating more flavorful foods into their menu and prompting customers to expand their palate beyond the traditional. To present themselves as creative and unique, restaurants have begun using ingredients and techniques from various parts of the world.

Health & Eco Consciousness

With consumers growing more concerned about their own health as well as that of the earth, there is increased pressure for restaurants to use fresh, ethically sourced ingredients in their food. Menu sections dedicated to low-calorie, nutritious items are now common. Also, as more people adopt a plant-based diet, it has become more commonplace for such businesses to offer vegetarian and vegan options. Restaurants who use ingredients from local farms and gardens boast that fact in their marketing efforts to appeal to environmentally conscious consumers.



Experience Seeking

Among Millennials and Generation Zers, experiences often are valued more than products. While delicious food is certainly important, when younger consumers go out to eat, they also care greatly about what they gain from the atmosphere of an establishment. They want to give their business to a place that offers more than a meal, something that is outside of their daily norms, making authentic international restaurants popular among the younger generations.

Digital Connection

While traditional media and brick and mortar establishments are still valued, the world is moving online. Even in the restaurant industry, consumers are turning to search engines and social media to find the best places to eat. Young people, in particular, look to food bloggers and friends on Instagram who share photos of their favorite local spots. These consumers also like to engage with brand websites and social media profiles because it gives them a direct connection to the business.

SWOT Analysis

Strengths

- Offers comfort food
- Unique experience
- Fair prices
- BYOB

Weaknesses

- Cash only
- Lack of social media presence
- No discernible website
- Location



Opportunities

- Great word-of-mouth buzz
- Chance for expansion through media
- Direct delivery through website
- Potential for new locations

Threats

- Bigger chain restaurants
- Saturated market of Latin American style food
- Latin American food can be made at home

Communication Objective

OBJECTIVE

To strengthen the consumer connection among 30% of the young adult and college audience by the end of 2020.

STRATEGY

By rebuilding and rebranding their website and social media profiles, Cali N Tito's will be able to expand its reach while also enabling current customers to engage more with the brand. Supporting these digital tactics, the campaign will include multiple print pieces, a video advertisement, and a variety of IMC efforts. All of these elements will work together to encourage young consumers to visit the physical restaurant and connect with the brand online.

RATIONALE

Currently, Cali N Tito's website is virtually impossible to find and very underdeveloped. Its Facebook, Instagram, and Twitter pages are rather inactive and contain little to no useful information about the restaurant and its offerings. The brand's bright, carefree vibe would carry over well to these platforms, presenting them as charming and unique. As they're targeting a younger demographic that depends on digital and social media when making purchase decisions, revamping their online presence would allow them to better connect with potential and current customers.

Quinn



Meet Quinn, a 19 year old college student at the University of Georgia majoring in Journalism. She is a laid back, fun loving person who spends a lot of time with her friends, after class, of course. Quinn is an adventurous extrovert who likes to be surrounded by people she knows, and others that she does not. She frequents the Georgia Theatre and genuinely enjoys music. She does not go anywhere without her phone, and usually has her Polaroid camera handy, too. She thrives on opportunity and authenticity, but, like most people her age, she likes to have a connection with a brand online before committing to them. She enjoys the culture of Athens, and thrives on originality. Quinn and her close knit circle like to visit local Athens restaurants on weekends to get a change of scenery from cooking at home in their kitchens. She seeks flavorful, meaningful food from a brand she can trust.



Ryan

Ryan, 24, is a second year student at the University of Georgia Law School. He completed undergraduate at North Carolina State University, and moved to Athens, GA two years ago. With the help of his new comrades, Ryan stumbled upon many local Athens businesses within his first few weeks of being in the Classic City. He and his buddies are regulars at places like Creature Comforts, and they like the feel of a non-chain brand. He enjoys spending time with his classmates, but is dedicated to his school work. However, he sometimes has to let loose and be able to enjoy his life outside of the library. He and his friends like to partake in the sports obsession in Athens by attending every baseball game and football game they can. Since Ryan is not from Georgia and did not attend undergrad here, he likes to document where he is and what he is doing on social media so he can keep his friends from college updated. Ryan enjoys bubbly and inviting environments for his time away from the books, and cherishes quality over quantity.

Brand Essence Chart

Attributes

fresh ingredients

affordable

hospitable employees

genuine

trustworthy

valued

jovial

comfortable

How it makes you feel

Benefits

BYOB

warm and inviting atmosphere

true cultural food

family friendly

enjoyable

curious

adventurous

positivity seeker

support local businesses

What it says about you

Personality

welcoming

original

supportive

lively

**Cali N
Tito's is an
authentic and
extraordinary
place**

community

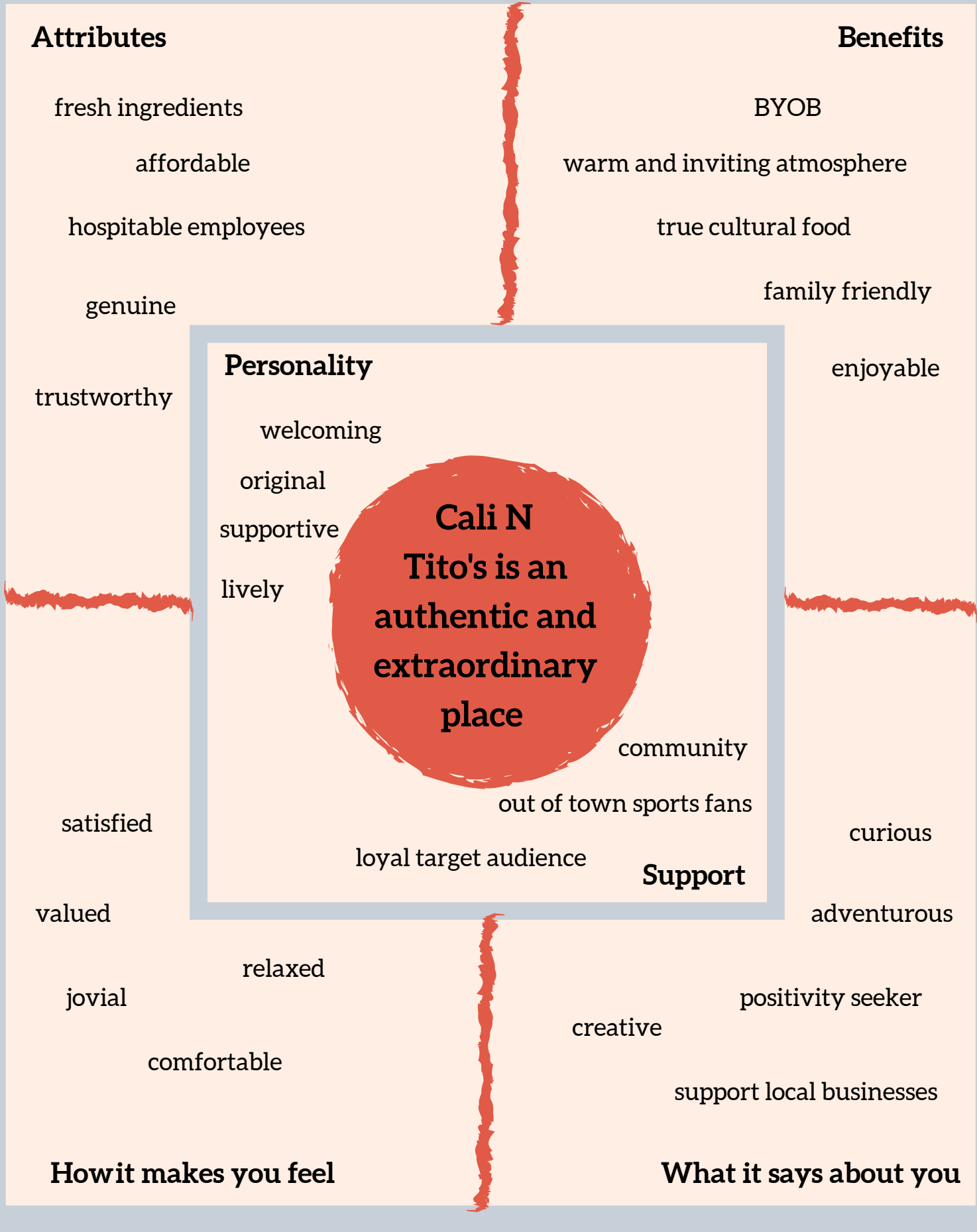
out of town sports fans

loyal target audience

Support

relaxed

creative



Creative Brief

Key fact: Social media presence is outdated and lacking. No discernible functional website or online presence whatsoever, which is a huge rut for a brand that targets highly social media-savvy millennials and members of Gen-Z.

Problem: Consumers cannot connect with brand online.

Objective: To strengthen the consumer connection among 30% of the young adult and college audience by the end of 2020.

Media: Print advertisement, video advertisement, sponsorship of Athens Street Food Festival.

Target: 18-25, targeting students and young professionals on a budget seeking authentic and renowned Latin American style food. They're looking not only for a worthwhile meal and nutrition, but also companionship, atmosphere, and a memorable experience when they sit down to feast. It's a chance to come together, to relate, share, and create moments with people of their choice.

Insight: These young consumers are social by nature, online and in person. They love to hang out, collect experiences, and tend to share them as both part of their everyday culture and as part of molding themselves and each other. "These are their stories." The brands they consume are often merely props or backdrops for the documentation of their daily lives across their social media platforms, and through themselves, too.

Promise: Cali N Tito's is the place you want to be.

Support:

- Experience is a vacation-style escape atmosphere
- Authentic and flavorful fresh food
- Warm and inviting atmosphere
- Eclectic decor and outdoor seating
- Multiple locations, one offering BYOB and cash only

Tone: Fun, youthful, lively, and passionate.

Cali n Tito's

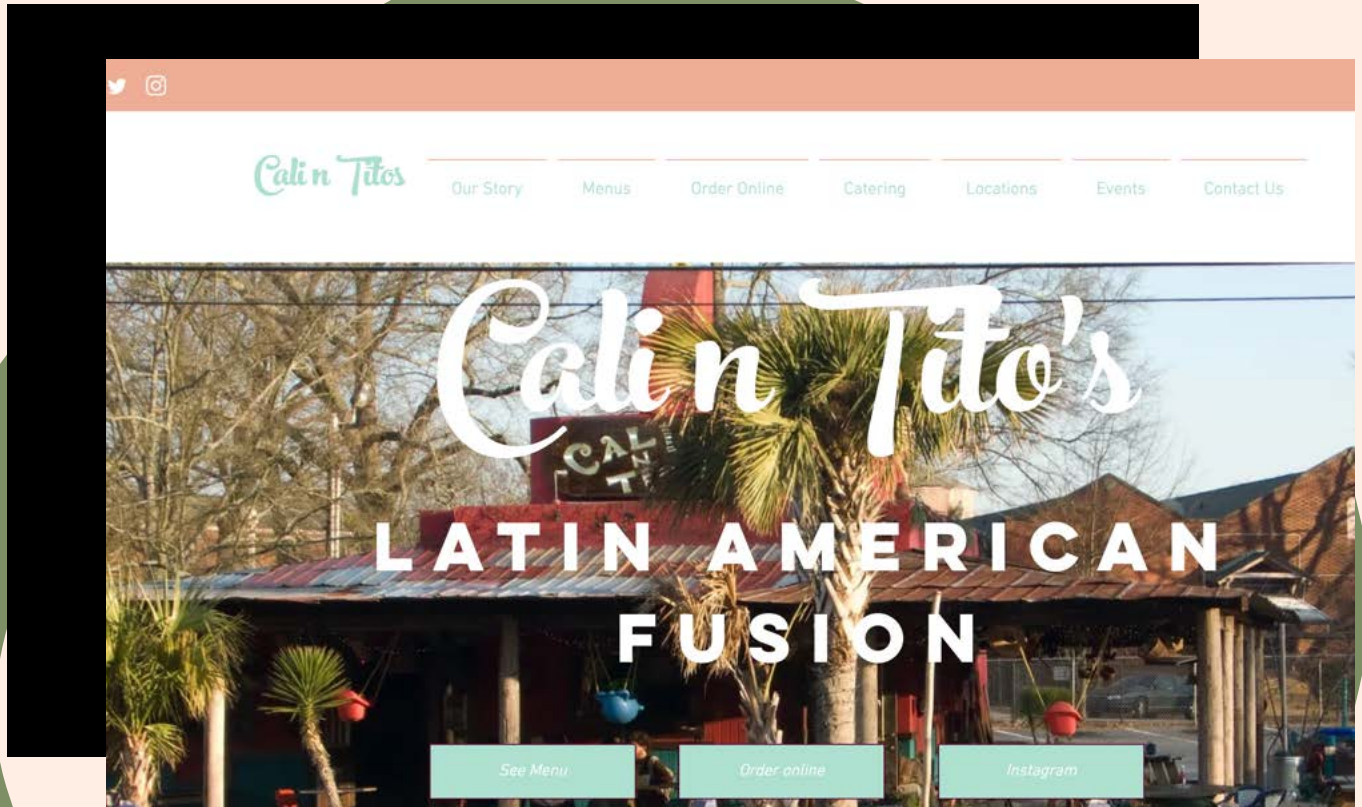
CAMPAIGN CONCEPT

CALI N TITO'S IS IN THE HEART OF ATHENS ON LUMPKIN AND EAST SIDE. IT IS A REPRESENTATION OF THE SIMPLICITY AND FRUITFULNESS OF ATHENS. IT'S A STAPLE AND A SYMBOL OF OUR GREAT COLLEGE TOWN. THE CONCEPT OF THIS CAMPAIGN WAS TO BRING LONGEVITY AND LIFE TO AN ALREADY LIVELY RESTAURANT. TO BRING YOUTHFULNESS AND PRIDE TO A RESTAURANT THAT HAS ALWAYS BEEN A PART OF ATHENS. CALI N TITOS IS THE IT PLACE . QUITE LITERALLY TITOS. OUR CONCEPT IS TO USE SOCIAL MEDIA TO MAKE CALI N TITOS THE IT PLACE FOREVER. BY USING THIS CONCEPT OF YOUTHFULNESS AND LONGEVITY, IT CREATES A MORE SOLID RELATIONSHIP BETWEEN CONSUMER AND RESTAURANT, A RELATIONSHIP THAT WILL LAST A LIFETIME.

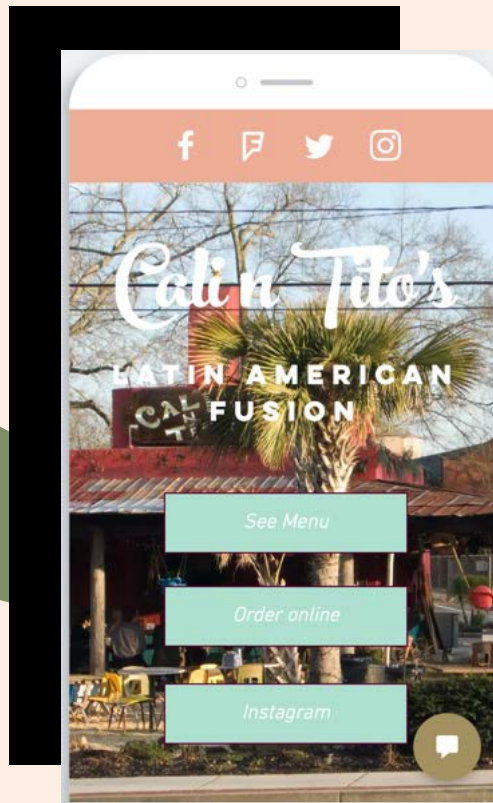
WITH OUR PRINT PIECES INCLUDING A NEW WEBSITE MOCKUP, AN ARTICLE ABOUT CALI N TITO'S AND A NEW MENU AS WELL AS OUR IMC PIECES, THESE PIECES WILL BRING TRAFFIC OTHER THAN JUST WORD OF MOUTH TO THE RESTAURANT. THE RELATIONSHIP CONCEPT WILL BRING FORTH A STRENGTH IN THE RESTAURANTS IDENTITY:FUN, YOUTHFUL, LIVELY, AND PASSIONATE. THOSE THINGS ARE WHAT YOU FIND IN A GREAT RELATIONSHIP.IT TAKES TIME TO BUILD. IT, IS THE PLACE YOU'VE BEEN LOOKING FOR. FOR FRIENDS, FOR FAMILY, FOR LIFELONG MEMORIES. THIS RELATIONSHIP IS NOT ONE YOU'LL WANT TO TAKE A BREAK FROM.

Website Mockup

CUSTOM WEBSITE FOR MENUS,
SOCIALS, AND ORDERING ONLINE



DESKTOP



MOBILE



Print

Advertisements

Athens, GA is full of culture, life and of course food. It has introduced me to hundreds of people, from all different backgrounds and taught me about food I never knew I would like. Cali n Tito's, introduced to me my freshman year at the University of Georgia, I knew it would soon become one of my favorites. With its BYOB policy at its Lumpkin location, Cali n Tito's offers a fun and casual experience with great food and great atmosphere. The atmosphere feels authentic and real, like they curated it specifically for you. It's unique and its environment reminds you of a wonderful vacation. However, I would have never discovered it if it weren't for word-of-mouth. Cali n Tito's has one downfall: no online presence. It seems like they are in the background or in the distance of Athens; it's a well known place, but has none of the added benefits of an online presence.

Through a small campaign, and some hard work, we can bring Cali n Tito's to the online world in a new way and allow it to grow bigger than ever. With our campaign, their great food, and a new online presence, the expansion will not even be able to fit all the people brimming in the restaurants. Designing a new website, reworking the menu, offering new promotions for new and existing customers, will bring in a new wave of customers interested in an older restaurant with a new twist. Social media will provide a new look into Cali n Tito's, its employees, its customers and its food. This could bring in more traffic not just by word of mouth, but through thousands more followers on its socials, and providing a new outlook on the renowned Latin American food.

cali n tito's + social media

BY AMBER WARNOCK

Talking about the Latin American Fusion that is sweeping this small college town



NEW MENU CONCEPT

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APPETIZERS

CHIPS & SALSA	2.45
CHIPS & QUESO	4.95
CHIPS & PICO Onions, tomatoes, cilantro mixed with diced avocado	4.45
CNT'S MONTADITOS 7 fried green plantains montoo with your choice of grilled steak, chicken or mushrooms and bell peppers topped with mozzarella cheese and cebolla criolla and our world famous secret sauce on the side.	10.95

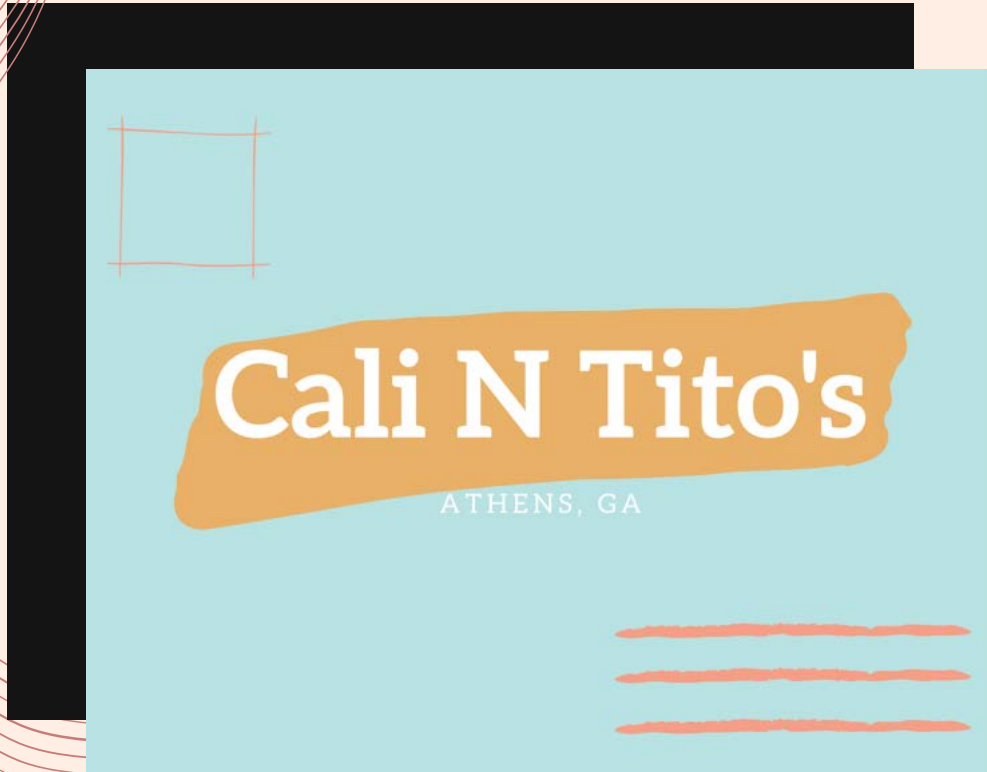
FAVORITES

SANDWICH CUBANO Choice of grilled steak, chicken, pork or chorizo + egg, lettuce, grilled onions, cheese, jalapenos and mayo. Add avocado for \$1.	6.45
BRUNCH CUBAN All beef hot dog, egg, and cheese sandwich with lite butter. Try with cuban coffee.	6.45
QUESADILLAS Choice of grilled steak, chicken, spinach, chorizo or pork, filled with rice, beans and mozzarella cheese, topped with garnish.	7.95
LOS TACOS Choice of chorizo, chicken, steak or pork served with onions, cilantro, red cabbage and cucumber.	2.25
GRAN COMBO Grilled steak served with rice and beans, sweet plantains and avocado with two fried eggs.	12.95
LOMO SALTADO peruvian-style fajitas with choice of steak or chicken, grilled with tomatoes, red onions, cilantro, tossed with fries and served with a side of rice	12.95

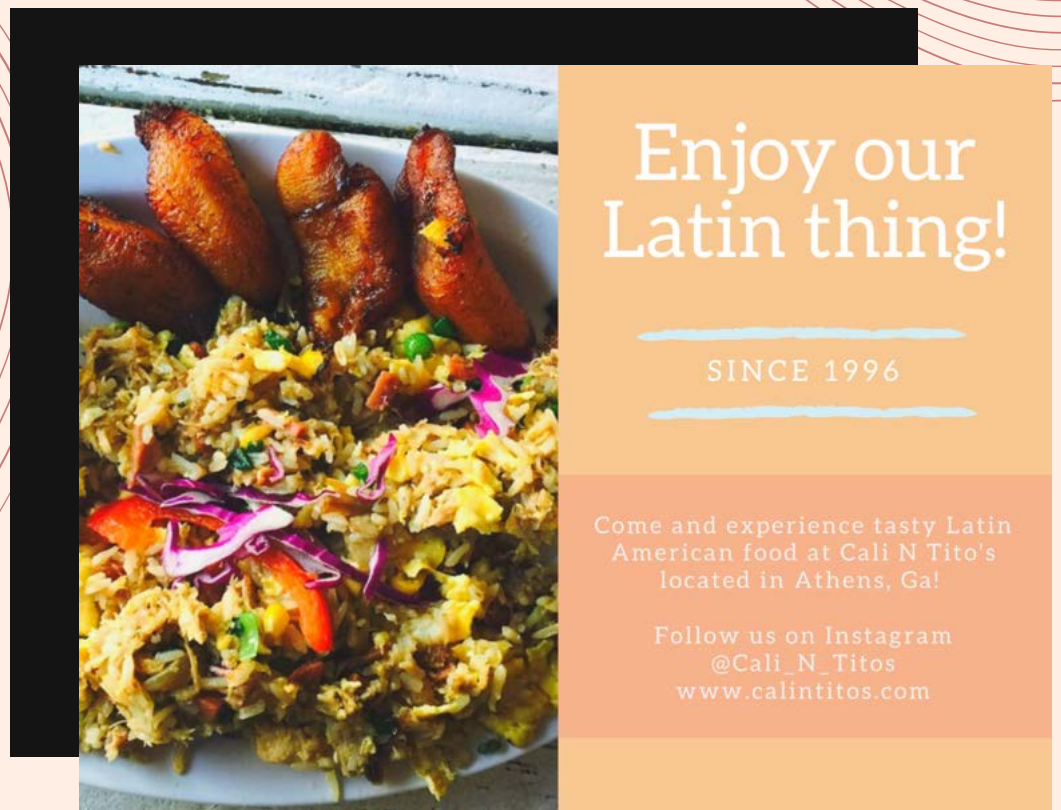
SALADS AND SEAFOOD

AVOCADO SALAD Romaine and spinach, avocado, cucumber, red cabbage, tomatoes and cilantro with house dressing. Feta or mozzarella optional. Add chicken, steak or tilapia for .50	8.95
LOS FISH TACOS Fried tilapia served on a flour tortilla with red cabbage, lettuce, tomato, red onions, cilantro and chipotle sauce	3.75
FRIED OR GRILLED TILAPIA Served with rice, beans, yucca fries, red onions and small house salad	12.95

Postcard Design



FRONT



BACK



Coupon Design

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DISCOUNT COUPON

10% OFF

ON T-SHIRT PURCHASE

CAN BE USED AT EITHER LOCATIONS
WWW.CALINTITOS.COM



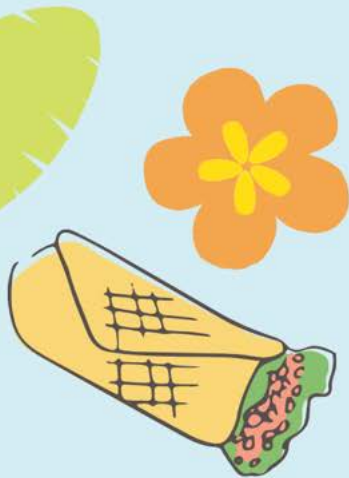
DISCOUNT COUPON

FREE
TACO

WITH PURCHASE

CAN BE USED AT EITHER LOCATIONS
WWW.CALINTITOS.COM

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DISCOUNT COUPON

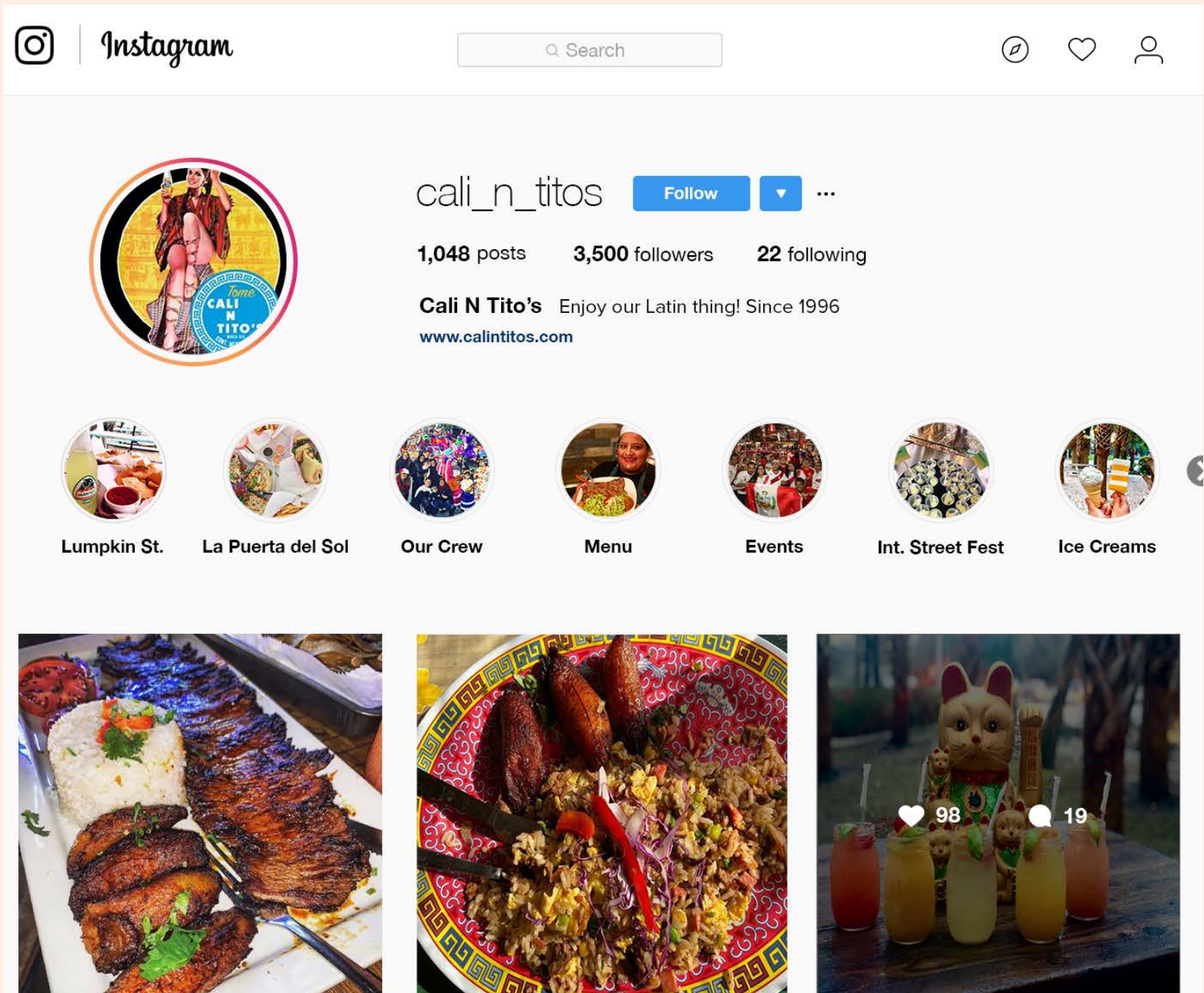
20% OFF

ON ENTIRE ORDER

CAN BE USED AT EITHER LOCATIONS
WWW.CALINTITOS.COM



Instagram Redesign



As part of our IMC, the Cali N Tito's Instagram page will receive a full makeover. The goal of their new Instagram is for them to be more connected to their followers by posting more frequently and interacting with customers online.



cali_n_titos

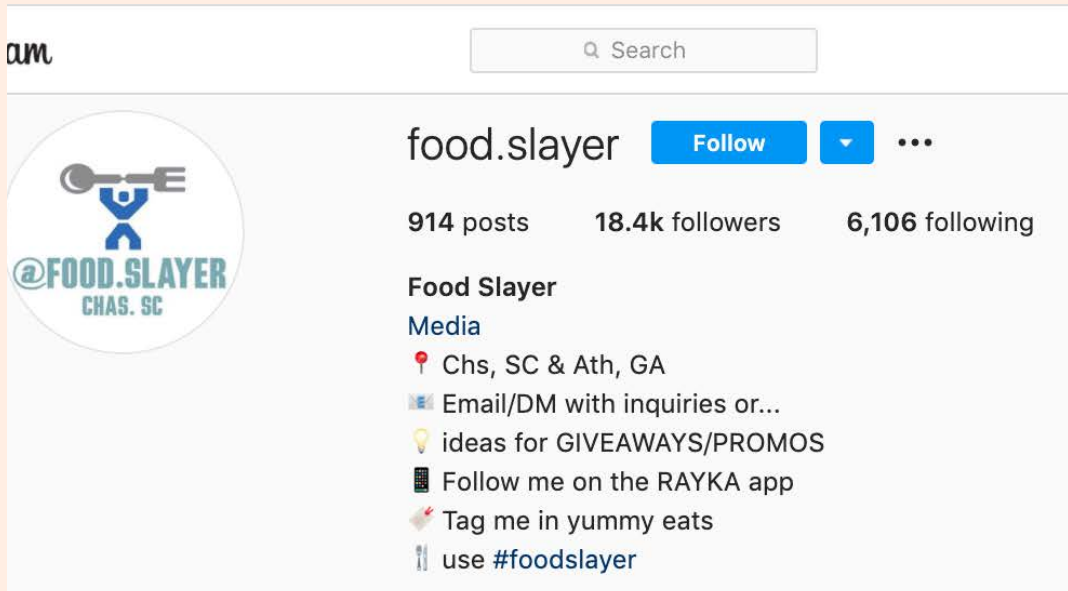


♥ 462 likes

cali_n_titos NEW MENU ALERT! Delicious Grilled Steak with Rice. Now being served at our Lumpkin St. location
[#eatlatin](#) [#calintitos](#) [#latinamerican](#)

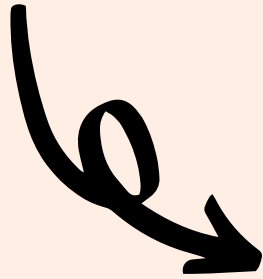
Here is an example of a potential post from the Cali N Tito's Instagram. Here they are highlighting a new addition to their menu. The caption details what this menu item is as well as which location customers can find it at.

Influencer Partnership



Partner with @food.slayer for influencer content. With 18.4k followers this will give Cali N Tito's more awareness among our target market.

INFLUENCER AD



@food.slayer will post a series of native ads showcasing different menu options at Cali N Tito's.



Guerrilla Marketing

SPONSORSHIP OF ATHENS
INTERNATIONAL STREET FESTIVAL

MAY
1 - 3
2020



ATHENS
INTERNATIONAL
STREET FESTIVAL

DOWNTOWN, COLLEGE STREET

CALI N TITO'S
PRESENTS

LIVE MUSIC,
INTERNATIONAL FOODS,
AND FUN FOR ALL AGES



PROMOTIONAL
POSTER

STAGE BANNER



ATHENS
INTERNATIONAL
STREET FESTIVAL

PRESENTED BY
CALI N TITO'S



Video Storyboard

:30 TV SPOT



SCENE 1

Wide angle of Cali N Tito's with people walking inside and smiles on their faces



SCENE 2

Medium shot of the band playing live music on stage



SCENE 3

Wide back shot of people at the register ordering food and interacting with staff



SCENE 4

Medium shots of chefs making the food in the kitchen laughing and smiling with each other



SCENE 5

Close ups of server putting down the food on the table. Then, pans above the table to see the different dishes



SCENE 6

Fade to Cali N Tito's logo
Voiceover: "Cali N Tito's.
Enjoy our Latin thing!"