

# Where Elegance Meets Soul

Reinventing traditional soul food cuisine, Blackberry Soul Executive Chef, Rene Johnson is influenced by her wide array of international experiences and conventional southern techniques instilled in her from her childhood. Upgrading the southern soul food genre by using healthier & organic ingredients combined with gourmet accouterments. Blackberry Soul serves the San Francisco Bay Area and Los Angeles.

## Entertaining Made Easy

Blackberry Soul's Events Collection is a new service offering for parties and corporate events. The goal is for clients to be up-sold on their catering package through enhancing the aesthetic of their food decor.

This revenue stream is analyzed to see where we can maximize value. As well as, ensure the cost of the offering is balanced alongside Blackberry Soul's existing services. (i.e., catering and retail).

Finally, to provide a simple process for client exploration, purchase and feedback collection.

### SERVICES

- Website Design
- New Service Strategy and Launch Plan
- Email Campaign
- Social Media Implementation
- Photography







## The Blackberry Soul Events Collection

Blackberry Soul's simple cooking and vegan/farm-to-table options, coupled with Rene's recipes with roots from home. It is only natural for us to theme out our BlackBerry Soul Events Collection by Bay Area cities. As each part of the SF Bay has its own character, Blackberry Soul gives a nod to the essence of the neighborhood while providing the elegance of fine dining.

Add-ons are a great way to increase sales. Add-ons that compliment a service are easy for a client to say "Yes." Pricing for an Add-ons consist of setup plus the cost of food.

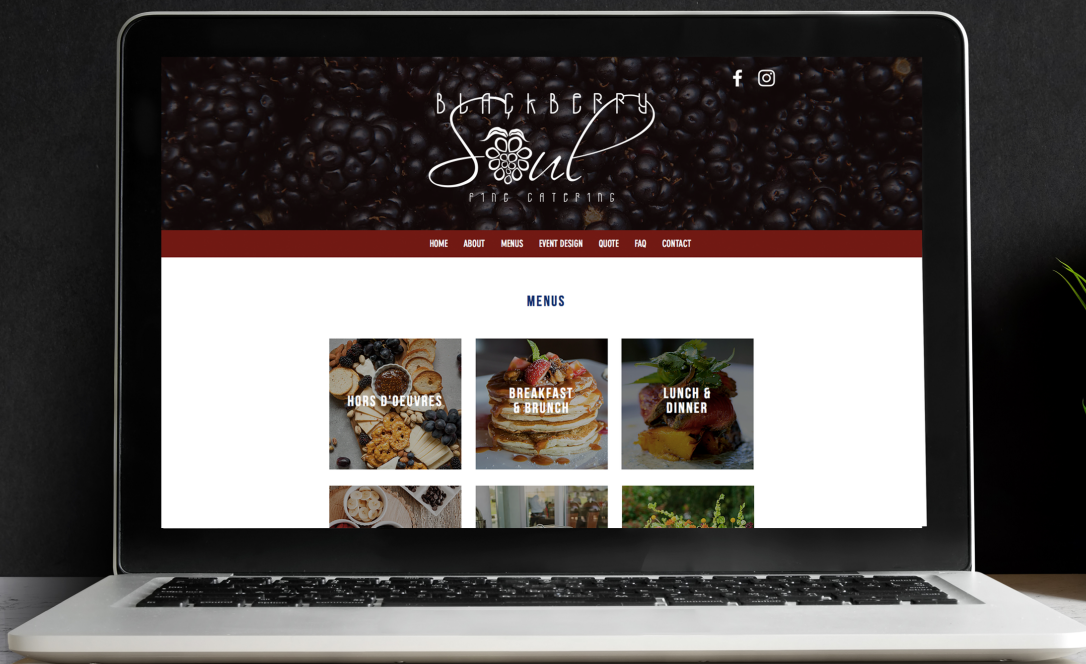
Party/Event Walls are simple setups that are, "insta-worthy." Company Logos can be offered as an extra touch for a small fee. These are great viral vignettes that can help promote Blackberry Soul.

## Recognizing Opportunity

We conducted a scenario analysis by understanding the current marketplace and attempt to overlay patterns. These patterns would characterize a life cycle curve using looks-like analysis. As the new revenue stream has a "rental model" we conducted research in understanding both catering and decor rental services.

We use this information to help us make strategic decisions on how Blackberry Soul will offer their Events Collection service. Next, we performed a competition analysis that leads to their positioning and brand personality that would differentiate them as a service. The value-add elements we i

ncluded in their strategy helped offer a unique service that Bay Area and Los Angeles corporate clients would gravitate too. Upon completion of research, we used this information to formulate a messaging and outreach plan after website launch.



1

## Online Menus

Include catering menus on the website that are clear, easy to read and request a quote.

2

## Event Enhancement

A landing page that displays Blackberry Soul's food decor collections. A gallery that can be presented to potential clients.

3

## Corporate Outreach

Have an effective digital campaign to reach corporate companies.

4

## Client Add-Ons

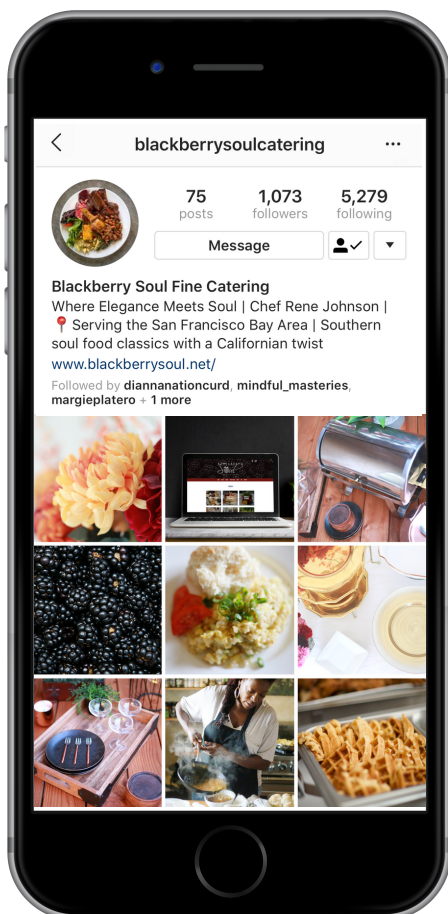
Enhance the food experience with creative and customizable food stations.





# Be Our Guest

Updates to Pricing and Promotion



After updating their current pricing model, we were able to provide a way include promotion strategy. The updated pricing allows Blackberry Soul to personalize the experience while growing their business. We took looked into seasonality trends and also introductory pricing.

Special recognition to those who provide user-generated content to increase engagement on social media. Guests would post pictures and tag Blackberry Soul. A winner is chosen, and they receive one of Blackberry Soul's famous homemade pies!

Our unique value proposition is that we offer decor collections curated by your event designer. Just like their menus, it is about keeping it simple and making entertaining easy, in only two steps.

Choose your menu

Choose your style