

BRAND DEVELOPMENT:



**Estonetes**

## **BRAND MANIFESTO**

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We believe in local flavor, and we believe that gourmet tastes should not be limited to fancy restaurants. We partner with local vendors to showcase the freshest local ingredients in traditional recipes that are healthy, convenient, and delicious. Our quick-casual locations offer a welcoming place to relax for a moment, while also providing the quick service you need when grabbing a gourmet meal on the go.

Wherever you are, you can depend on **ESTONETES** to deliver a consistently premium experience.

## SEGMENTATION (ICEBERG MODEL)



### DEMOGRAPHICS

- Lives in Menorca or elsewhere in the Balears Islands -or-
- Loves to travel, especially in Europe.
- Affluent professionals, ages 18-45, of all genders.
- Urban or suburban: enjoys visiting rural and natural areas, but would not like to live there.

### PSYCHOGRAPHICS (VALUES, ATTITUDES, & LIFESTYLES):

- Frugal, but willing to pay a premium for top quality service and products.
- Loves high quality, new, fresh, and trendy places and feeling “in-the-know.”
- Likes predictability and knowing what to expect; dislikes being taken advantage of.

### USAGE & PURCHASE BEHAVIORS:

- When at home, eats out a couple times per week for lunch; values efficiency and healthiness. Often joins brand loyalty programs.
- When traveling, eats out for every meal. Favors restaurants that specialize in local and regional cuisines and offer healthy, flavorful foods that don't weigh them down.
- Preparing meals at home is not an option because they either 1. do not have the time (**locals**) or 2. do not have access to a kitchen (**tourists**).

### NEEDS AND MOTIVATIONS:

- Busy working or exploring, so they don't want to spend too long over a meal, but also don't want to feel rushed.
- Loves local flavor: they want to experience the best, most characteristic aspects of any given place.
- They will occasionally splurge on a special meal out, but cannot afford to do that for every meal.

# POSITIONING STATEMENT & PERCEPTUAL MAP

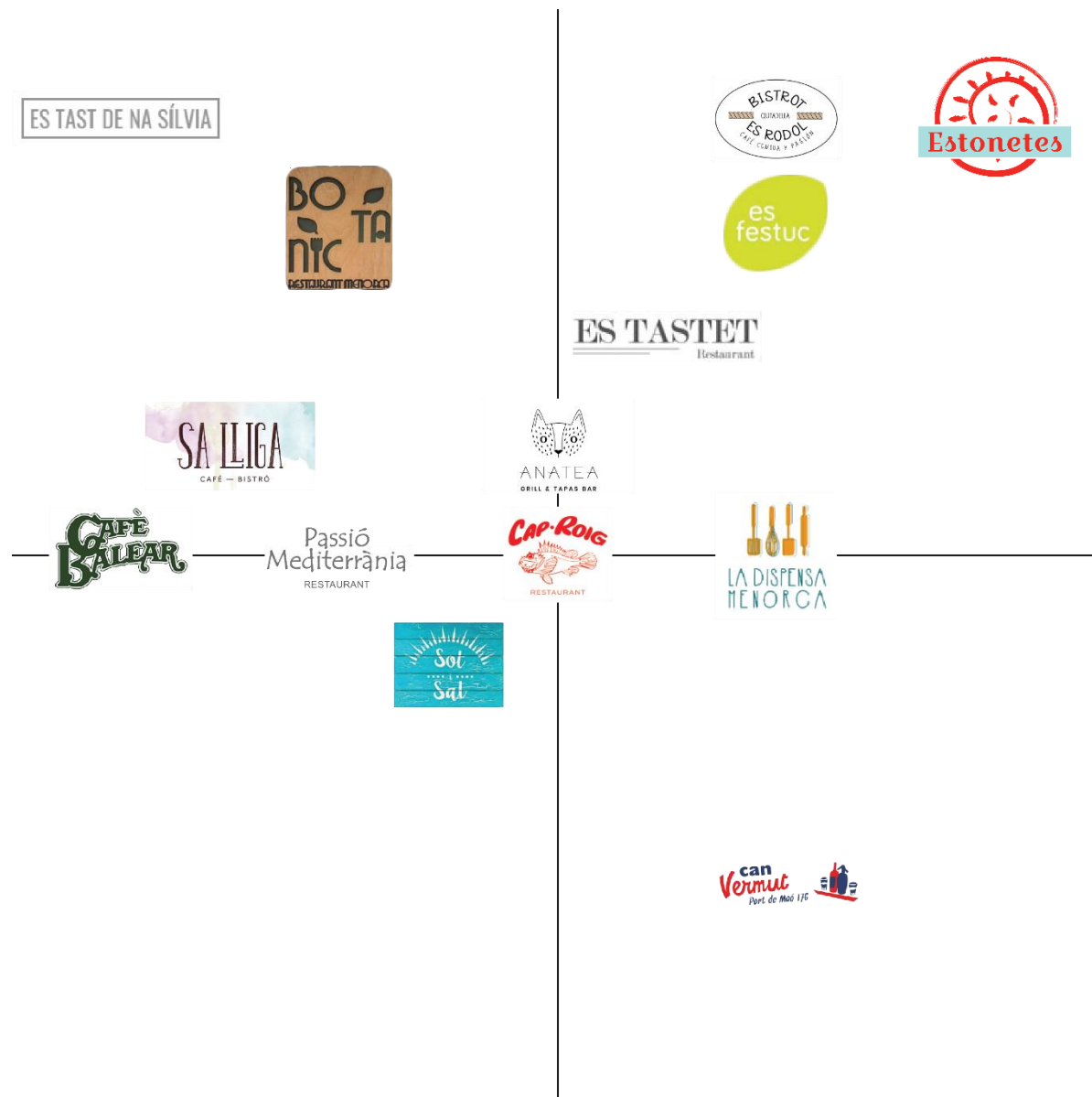
## CATEGORY:

Mediterranean restaurants that cater to professionals, ages 18-45, who eat out frequently and appreciate city living, travel, quality food, and convenience.

## POSITIONING STATEMENT:

For young, trendy, professional locals and tourists who love healthy, clean food that is convenient and delicious, ESTONETES is the Mediterranean restaurant that combines the convenience and dependability of quick-casual service with locally-sourced, hand-crafted meals highlighting the region's best recipes. This is because their multiple locations work closely with local providers to offer classic Menorcan specialties and because they provide fast service in a comfortable, welcoming environment that allows customers to grab a quick meal on the go or settle in to enjoy a relaxing moment.

FORMAL, SLOW, REQUIRES RESERVATIONS



UNHEALTHY, PROCESSED

QUICK, CASUAL, CONVENIENT

## BRAND PERSONALITY

DIMENSIONS:<sup>1</sup>

SINCERITY: Honest, Wholesome, Cheerful,  
 EXCITEMENT: Exciting, Cool, Unique, Up-to-date  
 COMPETENCE: Reliable, Successful,  
 Confident

ARCHETYPE:<sup>2</sup>

The Everyman

## VISION

To eat well is to live well.  
 We celebrate timeless local favorites, crafted with care from locally-sourced ingredients, and served efficiently in a convenient, inviting atmosphere. Celebrate the flavors of the Mediterranean, your way.

## BRAND IMAGE & VALUE SYSTEM

Our Mediterranean menu celebrates local flavor.  
 Our welcoming locations fit your busy lifestyle.  
 Our foods are locally harvested & freshly hand-crafted

### MARKET

### BRAND

### PEOPLE

#### MARKET INSIGHT:

"Restaurants that feature fresh, healthy, local fare are usually too expensive and formal. At the same time, most cafeterias and bars are too unhealthy and uncomfortable for me to eat at frequently. And all of my favorite restaurants have only one location, so I can only enjoy them when I'm in certain places. I wish I could enjoy regional specialties in a faster time-frame, without giving up quality or ambiance.

#### CATEGORY:

Restaurants that specialize in healthy Mediterranean-style cuisine prepared with fresh local ingredients and according to favorite regional recipes—an authentic taste of the Balearic Islands.

#### BRAND INSIGHT/POINT OF DIFFERENCE:

ESTONETES introduces a quick-casual concept to Menorca's growing gastronomic scene. Focusing on fresh, locally-sourced ingredients, Estonetes hand-crafts delicious regional specialties at affordable prices. Counter ordering improves efficiency while reducing prices. Multiple convenient locations boasting consistently high quality encourage loyal fans to eat there as frequently as once-to-twice per week.

#### PRODUCT ATTRIBUTES:

Crafted-to-order regional specialties feature fresh, local ingredients, showcasing the best of Mediterranean cuisine. Multiple locations offer consistent, premium dining in a quick-casual format—order at the counter and your food will be delivered to your table—so your meal can be as efficient or leisurely as you like.

#### CONSUMER INSIGHT:

"I eat out all the time, either because I'm traveling or I'm at work. I need a fast, affordably-priced option that still offers healthy foods and a comfortable place to sit for a while if I want. Local foods—both ingredients and recipes—are my favorite way to experience another location/culture, so I'm always searching for a restaurant that showcases local flavors. At the same time, I'm busy, so I appreciate finding a familiar brand in a new city to make my decision about where to eat easier.

#### TARGET CONSUMER:

Professionals—both locals and tourists—aged 18-45 who eat out at least once per week and appreciate city living, travel, healthy living, and speed.

**BRAND AMBITION:** South-eastern Spain's favorite quick-casual spot for fast, healthy, delicious regional cuisine.

**BUSINESS AMBITION:** Dominate the market for healthy, local Mediterranean cuisine.

1. <https://pdfs.semanticscholar.org/4ff1/00ec294fea7a67860167ccf1af43cbbdc939.pdf>

2. <https://iconicfox.com.au/brand-archetypes/>

## BRAND IDENTITY

### BRAND NAME

ESTONETES is the plural form of *etoneta*, which itself is the diminutive form of *etona*, which is Catalan for “a time.” Translating to “short whiles” or “moments,” the name conveys both the short time that it takes to order and receive a meal at the quick-casual restaurant and the relaxed moments its convenient, welcoming locations invite patrons to savor.

### PALETTE

The primary and secondary colors echo the local colors of the land and sea.

ocean

seafood

bread

grain

earth

garden

### TYPOGRAPHY

#### CROISSANT ONE:

Used for headings, this cheerful, casual script recalls a French bistro’s relaxed atmosphere and refined attention to detail.

#### GEOSANS LIGHT:

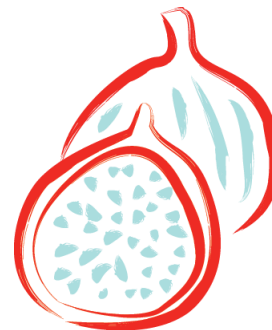
Used for sub-headings and copy, this geometric sans serif conveys a modern, lighthearted personality. It’s lightweight strokes reflect the restaurant’s light, healthy menu options.

## LOGO

The logo combines the brand name with a stylized drawing of an *ensaimada*—a signature local pastry. This icon recalls *siurells*—traditional Balearic ceramic whistles—as do the rest of the brand’s illustrations.



### ICONS & PHOTOS





# APPENDIX: CONSUMER SUMMARY





## APPENDIX: BRAND BENEFIT LADDER

