

Saint Paul Public Schools Nutrition Services

Marketing and Branding Initiatives

School Year 2008 - 2009

9/8/2008

Summary

The intent of the marketing and brand initiatives for school year 2008 – 2009 is to strengthen the core brand value *Healthy Hits* and the signature tagline *Real Choices*. The goal is to promote the cafeteria experience to students and staff, utilize publishing tools to create a consistent look and feel, refresh the repository of food and student images used in department publications and adjust the marketing strategies to stretch the brand to all stakeholders.

Nutrition Services requests a proposal in response to the marketing and brand initiatives outlined in this document for the creation of the desired finished products and related services.

Overview

Saint Paul Public Schools Nutrition Services provides a wide variety of nutritious and delicious meal choices to a unique student population of over 38,000 students at 82 sites every school day. About 30 percent of students are Asian-American, 30 percent are African-American, 25 percent are Caucasian and 13 percent are American Indian. Forty-four percent of students speak a language at home other than English, and 70 percent come from low-income families. Nutrition Services continuous branding efforts are necessary to improve the overall student experience in the cafeteria and to increase breakfast and lunch participation.

Marketing Objectives

The following marketing strategies have been identified to strengthen the core brand value *Healthy Hits* and the signature tagline *Real Choices*.

- Message Templates
- Student and Food Photographs
- Focus Group Study
- The YouTube Experience

Branding Elements

All branding elements created need to be considered for various multimedia applications including:

- Print – Newsletters, menus, brochures, bulletin boards, and posters
- Web – SPPSCAFE.org
- Email – Daily correspondence and eNewsletters
- PowerPoint Presentations – Both internal and external audiences
- School Carousels – Rotating video messages displayed at schools

Project Deliverables

1. *Message Templates*

Develop 5-6 templates which reinforce the brand voice in a consistent format where Nutrition Services staff can easily create effective marketing messages. The page layouts will be used to showcase Healthy Hit's initiatives, promote menu offerings, engage student participation, and nutrition messages. Templates would primarily be used to create print materials and published on the district's video carousel network. Templates to be delivered as QuarkXpress files.

Due date: November 8, 2008

2. *Student and Food Photographs*

Produce and create a catalog of student and food photographs for Nutrition Services. The expectation is to have a variety of images that can be incorporated into a range of marketing materials over the next 2-3 years. Photos will be delivered as .jpegs.

- a. Work with Community Relations to partner on student photography project. Develop 12-15 storyboard scenes that can be replicated in a studio or school setting. Photos need to represent students of all ages and ethnicities. The objective is to create the imagery of students endorsing the brand and products while highlighting the cafeterias' safe, welcoming, and respectful environment. Examples: students eating at round tables, students interacting with Nutrition Services staff, students serving themselves at the Choice Bar.

Due date: To be determined, based on Community Relations' timetable.

- b. Create 12-15 photos capturing the signature qualities of the food being offered. Consultant will work with Nutrition Services to determine the recipes to be used and the best approach for creating food images using a combination of highly stylized and realistic settings.

Due date: November 8, 2008

3. *Focus Group Study*

Moderate 3-4 focus groups with students, school and/or administration staff. The study will address the students' meal time experience, interaction with staff, cafeteria environment and ask "what does it take to create a warm and welcoming environment for breakfast and lunch?" And "How do the district values contribute to the experience?" The results will influence staff training and marketing strategies to students. The consultant will work with Nutrition Services Staff to prepare the discussion guidance and any project materials to be used in the focus group. Conclusions and recommendations of the focus group study to be provided to Nutrition Services in summary format.

Due date: December 12, 2008

4. *The You Tube Experience*

Create three short YouTube-style videos portraying how students maneuver the cafeteria; customer service dos and don'ts for Nutrition Services staff and cafeteria monitors; and Food Prep demonstrations for Nutrition Services staff. The consultant will provide a prototype format which can be used by Nutrition Services staff for future videos. Videos are to be delivered in a format suitable for internet and intranet use.

Due date: March 15th, 2008

Assumptions and Agreements

1. Marketing consultant will provide Nutrition Services a written proposal with an estimated cost itemized by project deliverable.
2. Project deliverables will be completed according to the due dates listed above unless otherwise negotiated.
3. All images and electronic files will become the property of Saint Paul Public Schools Nutrition Services.