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Strategic Inspiration

CATCH OF THE WEEK

FAST FOOD 2.0: CREATION OF CONTEMPORARY COUNTRY IMAGERY

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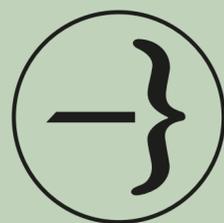
FAST FOOD 2020: CREATION OF CONTEMPORARY COUNTRY IMAGERY



Creating country imagery that avoids being cliché or politically incorrect is a challenge. A quick look at the new generation of fast food chains in the UK lets us envisage some avenues for development.

FAST FOOD 2020: CREATION OF CONTEMPORARY COUNTRY IMAGERY

THE GREAT STRATEGIC TAKEOUT



When we need to reflect the origin, inspiration or provenance of ingredients, recipes, products or messages, it is essential to do this with a contemporary approach, aligning the values of both geographies.

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WHY SHOULD I READ THIS?

Because sometimes, in response to a strategic need, we have to create imagery for brands and products that is associated with a particular country.

One of the consequences of our current situation is real constraints on mobility and the discovery of new cultural and expressive imagery in person. This offers a window of opportunity for companies and brands, who can assume the role of catalysts and satiate that desire for discovery and knowledge felt by consumers and other strategic audiences through their truth.

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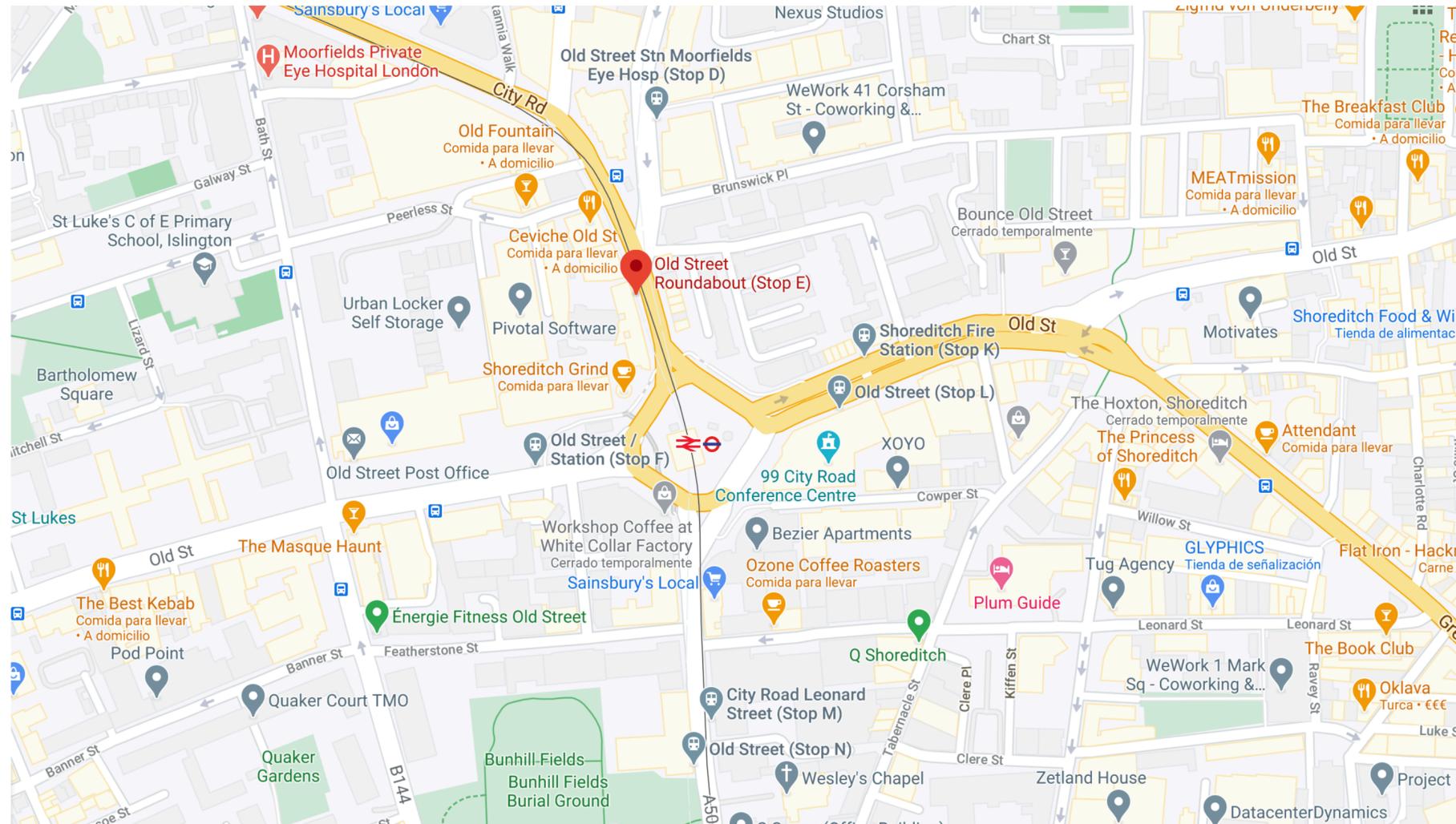
WHAT ARE WE TALKING ABOUT?

A quick physical or virtual stroll through Shoreditch (London, UK) shows us how geographical imagery linked to gastronomy is being presented to the general public. In an area spanning just under 2 square kilometres, there are around 20 establishments belonging to large chains that are presenting a vision of China, Vietnam, Japan, Colombia, Mexico and even Spain that is far from what we are used to.

These chains are projecting European values onto these geographies, seeking common ground and shying away from those "travel agent" clichés. The result is the creation of emotional relationships that break barriers to unfamiliar cuisine, encourage repeat business and premiumise fast food.

Leon, Wahaca, Busaba, Itsú, Tonoktsu, Yea, Andina, Brindisa are just some examples. And although the latest culinary trends are venturing into even greater specialisations in combining geographies with specific gastronomic decisions (plant-based, gluten-free...), the fact that many of these chains have been in the market for over 10 years illustrates and serves to assure us of a solid path and a richness in their proposals that is extremely inspiring at the present time.

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WHAT TO FOCUS ON

- _ The naming of the chains: easy to identify the origin
- _ Menus: Europeanised recipes respecting ingredients
- _ Ways to present dishes (portions, composition) communication and engagement with consumers
- _ Description of ingredients, processes and recipes

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WHY YOU SHOULD BE INTERESTED

European consumers, and Spanish consumers among them for the first time, are increasingly open to exploring new geographical origins in the form of recipes, messages, content and experiential proposals. However, there is a real risk of falling into clichés and being culturally insensitive, so we must take advantage of consumers' openness to portray other cultures on the basis of shared discovery, empathy and collaboration. Now is the time.

WHERE DO I IMPLEMENT IT?

In product/experience innovation, in communication (advertising and live), enriching ranges, special editions, packaging and content.

WHAT TENSION DOES IT RELIEVE?

Openness to new cultures from familiar and "safe" surroundings (brands, occasions and categories established in the minds of consumers).

HOW DO I IMPLEMENT IT?

Carefully. The risk of cultural insensitivity is very high if we do not have robust, objective and credible information on the imagery we want to explore and integrate.

FROM A STRATEGIC PERSPECTIVE:

There is a world of differentiation and relevance up for grabs if we know how to implement the possibilities that other cultures and geographical settings give us.

HOW INNOVATIVE IS IT?

Although these proposals have been revamping "Premium" fast food in countries like the UK or Germany for many years, now is the time for the mainstream brands to put their learning into practice. In markets that are gradually opening up to new flavours, ingredients and origins, we can learn from these examples.

WHO MIGHT BE INTERESTED?

All categories, but especially those with targets that are more akin to a need state of discovery, openness and renewed tradition.

KEY CONCEPTS:

Imagery, exoticism, differentiation, fast food, premium, geography.

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I WANT IT FOR MY COMPANY/BRAND. WHAT DO I NEED TO KNOW?

WHO IS USING IT ALREADY?

More than 30 fast food 2.0 chains in the UK are taking advantage of the empathetic nuances of the culture and cuisine of countries and regions from all over the world. Those that could inspire Spanish strategists and marketers the most are Leon, Wahaca, Itsú and Veggie Pret.

THINGS TO KEEP IN MIND:

Respecting cultures and origins is key. We need to have experts in these cultures and steer clear of obvious media references (in films, music, events) that may have betrayed values and preferences.

HOW DO I GET A CLEARER IDEA?

Spending a few minutes to look at the references on [this map](#).

Buying the recipe books that have been published by some chains such [Leon](#) or [Itsú](#).

HOW DO I SHARE IT WITH MY NETWORK?

"We can highlight the origin/ ingredients of our products by connecting with our consumers in an empathetic and contemporary way"

I'M INTERESTED IN FOR MY BRAND. TELL ME MORE!

This content comes from The Hunter's strategic inspiration tank. If you would like to know how over 15 years of research and mapping enable us to make strategic recommendations that are innovative and culturally relevant, please get in touch with us.

I WANT TO KNOW MORE

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Strategic Inspiration

The Catch is The Hunter's strategic think tank, via which the inspiration needed to take the best strategic decisions is shared in the form of resources, content and original ideas, which can be understood easily and applied immediately.

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