

HEALTHINESS

On the go





Covid-19

CATALYST that speeds up brand evolution

What is Sizzler Perception?

**Buffet
Salad**



**Mall Location
(10:00 am-10:00 pm)**



Family Target



**Large
Restaurant**



**Destination
Less Frequent**

Not Easy Accessible

**Less Connect
To Young Gen**

High Investment

From
350 SQ M.

Almost 100 menus
all cooked fresh from
kitchen





THAILAND
Forbes

Sizzler
To Go

To 3 SQ M.
With 23 ready- to -serve
menus
All within 40 days

With this transformation,
we have proven that

‘BRAND PURPOSE’

is not just a shared value that can create a good
citizen image to brand,

But it can also lead to

OPPORTUNITY AND BUSINESS IMPACT

if executed right.



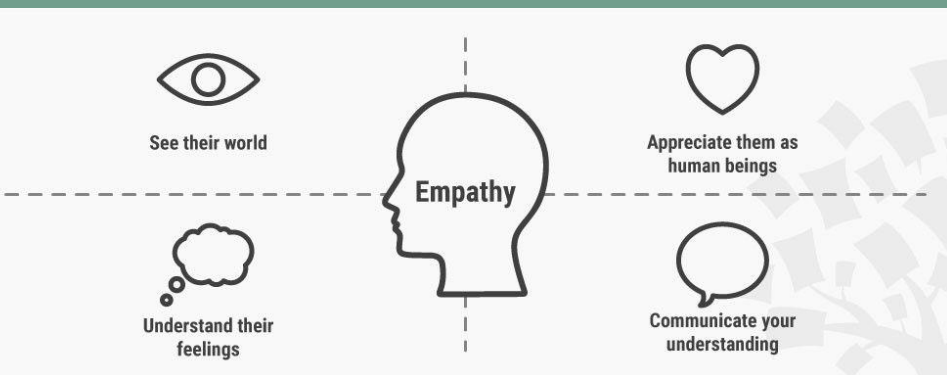
Sizzler's brand purpose:
**“Taking part in improving health of our customer
by providing healthy delicious meals for every
occasion & customer journey”**



The restaurants could not be opened.
But the need for healthy meal has always been there.

1. CUSTOMER INSIGHT

We conduct **CONSUMER EMPATHY** to understand our target better



Their persona, journey and pain

Demographic

- 31 years old
- Single
- Living in his condo in Phakanong.
- True money company
- Mid-range income
- Healthy conscious
- Traveling by BTS and motorcycle.

Pain

- Always feel guilty when he skip breakfast, [redacted]
- Not much healthy choice at reasonable price for lunch.
- No street food on Monday, very difficulty to find vegetarian food.
- Healthy food is expensive and not full feeling.
- I need more time when planning to eat Sizzler.

Behavior

- Choose to wake up late, and skip breakfast
- Cup of coffee for breakfast, food box in office for lunch, street food/super market for dinner.
- Rush almost every meal because of workload
- Eating vegetarian on Monday (because of his B/D)
- Do exercise once a week. (because of his girlfriend).
- Need salad at least once/week because of guilty.

Need

- Convenience to get breakfast or dinner.
- Variety of vegetarian food (especially on Monday).
- To be healthy.
- Don't want to feel guilty after eating.
- Freedom of choice as the salad bar.



Khun Natt and his mom

What we have learned:

Their need for healthy meals *doesn't include only special weekend occasions*, but also *in their everyday life*.

Which is just hard to achieve nowadays...

Traffic jam, long-working hours, unaffordable price



2. OBJECTIVE & STRATEGY

Opportunity to turn our BRAND PURPOSE into BRAND ACT



Problem Statement
we need to solve

"How might we bring
Sizzler healthy meal
closer to our customers
with convenience and
value"

OUR WINNING STRATEGY

PURPOSE THAT SELLS

Cascade brand DNA and brand value by changing only marketing mix to deliver Sizzler's new and more accessible experience to the new target group

3. CONCEPT & ORIGINALITY

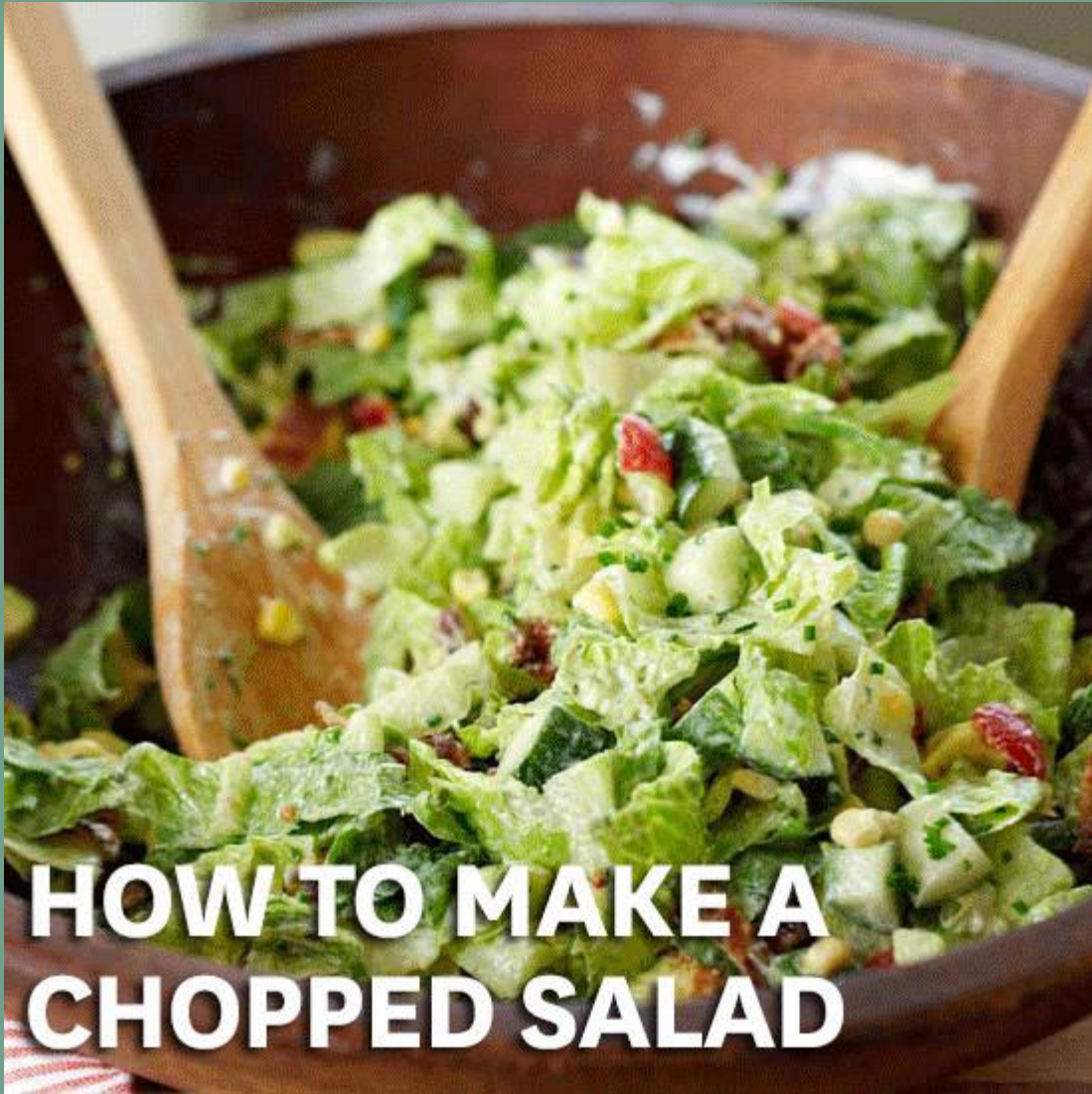
...so we introduced our new concept...



IS A CONVENIENT GRAB AND GO MINI STORE OFFERING DELICIOUS, SEASONAL, HEALTHY FOOD, DEVELOPED BY USING SIZZLER'S STRENGTH AND CORE BRAND VALUE TO MAKE SUSTAINABLE AND HEALTHY FOOD MORE ACCESSIBLE, AND OFFER A UNIQUE FEEL GOOD FOOD EATING EXPERIENCE FOR THE URBAN LIFE.



4. IMPLEMENTATION & EXECUTION



By mixing all the **good ingredients** together

**HOW TO MAKE A
CHOPPED SALAD**

PRODUCTS & PRICE

From steak & salad bar over 100 menus

To 24 Grab & Go menus priced not over 100 THB

freshly cooked in the cloud kitchens at nearby branches, in eco-friendly package

SIZZLER TO GO: 6 Categories/ Price not over 100.-@

Cold-Pressed Juice THB 95



Sandwich THB 79



Soup THB 75



Salad Box THB 99



Wrap THB69



Yogurt THB 89



Water THB 19



PLACE

From 350 sq.m. restaurants at department stores

To 3-15 sq.m. kiosks along the route to urban office areas

BTS SALADANG



BTS ASOKE



MRT RAMA 9



THE OFFICE @ CENTRAL WORLD



BTS CHONGNONGSI



PROMOTION

Communicate the new experience
through new customer
touch point/feel

New Brand Book for Sizzler To Go



AS PRODUCT

- / FEEL GOOD FOOD (BETTER EATING)
- / VARIETY OF SUSTAINABLE AND HEALTHY OPTIONS
- / PREMIUM AND HEALTHY SIZZLER RECIPE IN NEW COMBINATION AND PRESENTATION
- / HIGH QUALITY, FRESH INGREDIENTS, GREAT PREPARATION
- / EVERYDAY HEALTHY MEAL, CUSTOMIZABLE, ACCESSIBLE AND EASY TO EAT
- / TRUTHFUL PRODUCT WITH SAFETY AND TRANSPARENT INFORMATION.



AS PERSON

- / SMART
- / SINCERE, SIMPLE
- / POSITIVE
- / ATTENTION TO DETAIL
- / OPEN TO NEW IDEAS AND CULTURES

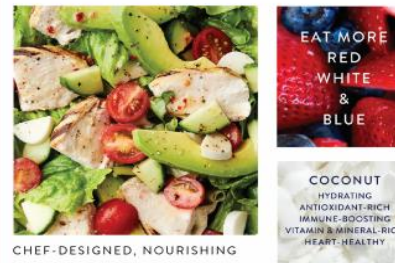
YOU ARE FREE TO BE YOURSELF
ALWAYS LOOKING FOR RIGHT AND SMART SOLUTION OF EATING AND LIVING
PROVIDING SIMPLE ANSWERS, TRANSPARENT INFORMATIONS
USING STRAIGHTFORWARD, CHEERFUL TONE OF VOICE.

FEEL GOOD FOOD (BETTER EATING)

EAT THINGS THAT TASTE GOOD, DO GOOD TO OUR BODY AND MAKE US FEEL GOOD.



OUR FOOD PACKED WITH NUTRIENTS AND GOODNESS



WE WANT OUR CUSTOMER TO FEEL GOOD
ABOUT THEIR FOOD CHOICES

BRAND COMMUNICATION DO'S AND DON'T'S

COMMUNICATE BRAND PERSONALITY

DO / MAKE SURE GRAPHIC IS COMMUNICATING THE BRAND PERSONALITY
SMART / SIMPLE BUT UNIQUE / POSITIVE / DETAILS



DO'S
SIMPLE BUT UNIQUE



DONT'S
TOO SIMPLE WITH NO OTHER TRAITS



DONT'S
OVERCOMPLEX



Truthful product with safety & transparency

NUTRITION FACTS Wasabi Caesar Salad

Calories 320 Fat Cal. 130

Total Fat 15 g

Saturated Fat 7 g

Trans Fat 0 g

Cholesterol 80 mg

Sodium 840 mg

Total carbohydrates 18 g

Dietary Fiber 6 g

Sugars 4 g

Protein 32 g



PROVIDING ITEM'S NUTRITIONAL INFORMATION AND INGREDIENTS LIST.

Hip & cozy experience with digital touch

CUSTOMER EXPERIENCE



PROCESS

Adopt agile process to turn crisis into opportunity

In 2 months from prototype into 5 branches



5. EFFECTIVENESS & BUSINESS RESULTS



Investment per store
From 15-20 MB
to 1-1.5 MB



Expand opening hour

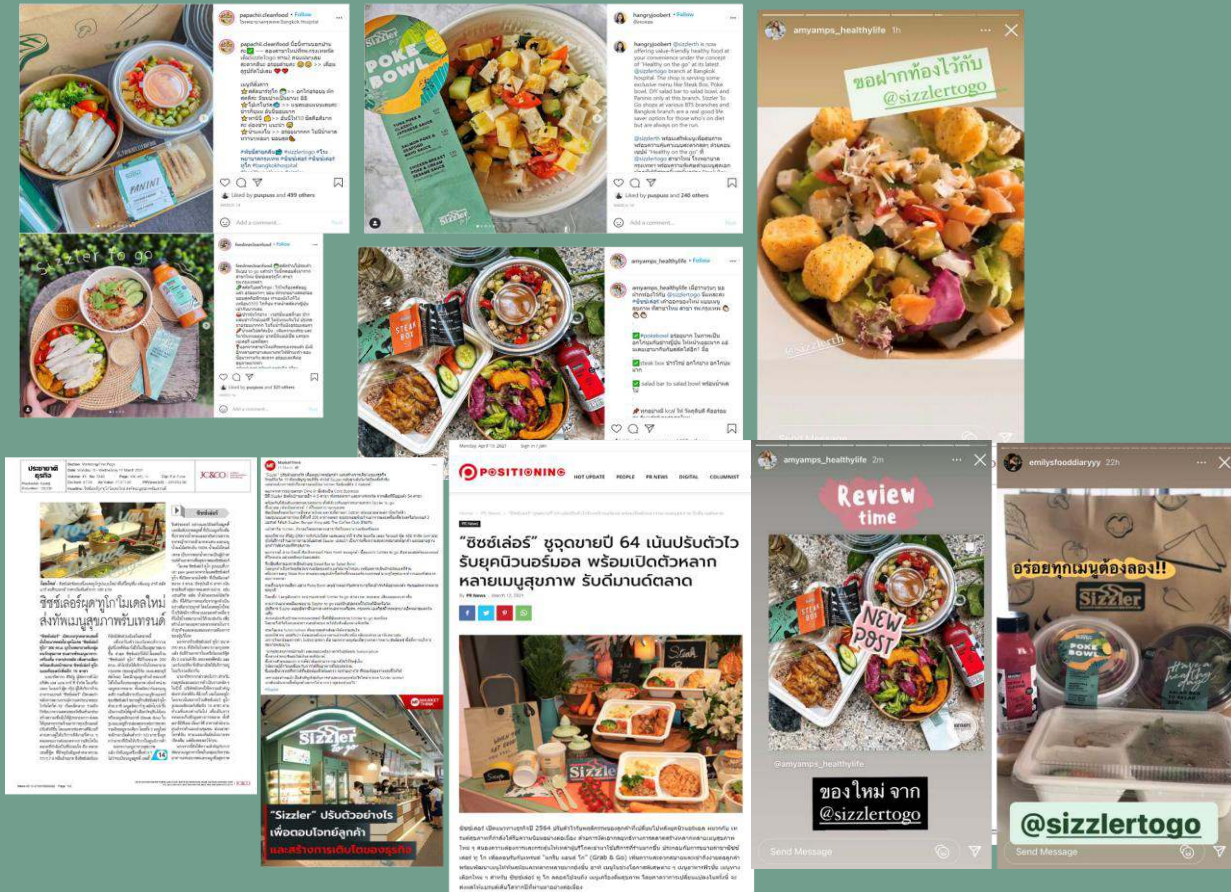
From 10:00-21:00

to 6:00-21:00

Get brand the free media through the presence of the kiosks around urban areas



PAGE / INFLUENCER REVIEWS



Expand to a **BIGGER** model at Bangkok Hospital
With more space to cook fresh menus



Extend new menus
@ Bangkok
hospital
concept with
more warm
menus



เมนูใหม่ NEW MENU

LOW-GI SANDWICH

✓ ใช้ขนมปัง GI ต่ำ
✓ จูสมันฝรั่งปั่น และโยเกิร์ต
✓ อิ่มท้องนาน

99.-

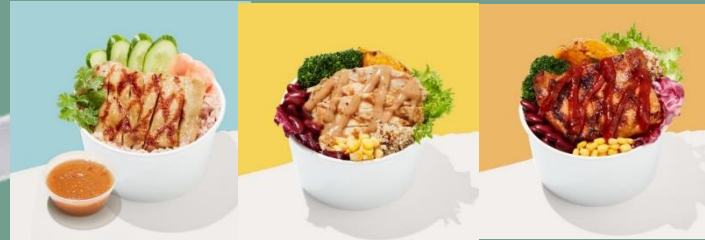
CHICKEN CAESAR	HAM&EGG	SPICY TUNA CORN
แซนด์วิชชีสโรล	แซนด์วิชแฮมไข่	แซนด์วิชทูน่าข้าวโพด

VEGGIE /GRAIN SANDWICH

✓ ใช้ขนมปังโฮลกลี
✓ หรือ ธัญพืช

99.-

TUNA	SIZZLER CLUB SANDWICH	NIKU MASHI EGG SPREAD
แซนด์วิชทูน่า	แซนด์วิชชีสโรล	แซนด์วิชไข่ทอด



Increasing spending per customer

Creating sales equals to 1 traditional
Sizzler branch in UPC



With 15 times
less investment

6. Purpose, Integrity, Positive Effect

“Brand purpose is the core we hold on to create value and experience to our customers while all the marketing mix elements are fully maximizing brand strengths, to keep the brand growing in any circumstance.”



Value in
customer's mind



Fresh & Healthy Product

BRAND STRENGTHS



Staff expertise



Partnering suppliers/
farmers

Sizzler[®]
to go