



BUSINESS OBJECTIVE

This campaign will increase participation in Playa Bowls loyalty program by encouraging customers to build a community with other Playa Bowls customers that value health and sustainability.

TARGET AUDIENCE

Playa Bowls' most receptive audience is young beach lovers who likely do not carry much loyalty toward a particular brand. This audience is often looking for new ways to express their interest for health and sustainability while building a community with people who have these shared interests.

CURRENT OPINION

Target consumers are aware of the Playa Bowls brand, but do not buy from the brand regularly enough to demonstrate brand loyalty. These consumers could be persuaded to join the Playa Bowls loyalty program if they felt this would make them a part of a new community.

INTENDED OPINION

After seeing this campaign, consumers will know that Playa Bowls does more than just provide food — this brand stands for a community of people who prioritize healthy and sustainable living.

INSIGHT

While research has shown that eating with others boosts feelings of happiness and social acceptance, the average adult eats half of their meals alone.

MOST IMPORTANT IDEA

Playa Bowls encourages individuals to build communities around healthy and sustainable living.

SUPPORT POINTS

- 🍌 **Community:** Playa Bowls uses social media and franchise events to build relationships with consumers.
- 🍌 **Health:** Playa Bowls is refreshing fast food for health-conscious consumers.
- 🍌 **Sustainability:** Playa Bowls partners with local refuse companies to reduce each location's carbon footprint.

MANDATORIES

Make sure the logo, tagline, and brand colors are present in all materials.