- 26m - Call Texas **home**
- 1/3 - Residents are **ESL**
- 3/6 - Flags flown = **non-** **English nations**
- 2nd - Largest **US** state after **California**
- 66 sec - How often someone **new** settles the **Lone Star State**
Melting Pot in Your Cafeteria

Jaren Scott, M.A.
• May not use any taboo words (indicated on list)
• May not use sound effects or gestures for clue word
BANANA
fruit
yellow
long

CARROT
orange
vegetable
rabbit
eye

BREAD
eat
meal
baker
toast
Jaren Scott

• Content/Web Marketer at Primero Edge
• Masters Degree (Go Zags!)
• Spanish Speaker
• Animal spirit = bear
Objectives

• Identify market segments
• Target your message
• Understand different marketing mediums
Melting Pot

“A place where different types of people live together and gradually create one community”
Importance

• Self-segregate with most like themselves
• More likely to consume food common in home
• Acculturate slowly... recognize progress!
• Symbolic social activity universally
• Great time to interact with peers
• Intimate creative expression of self…
What is Marketing?

Promoting, advertising, merchandising, selling

- Define wants/needs
- Supply products
- Inform of availability
- Describe benefits
- Sell at fair prices
Who are you serving?
"Consumers with common needs, interests and priorities"

- Geographic
- Demographic
- Behavioral
- Psychographic
- Occasional
- Cultural
Culture

Shared
• Beliefs
• Customs
• Practices
• Attitudes
• Values

Based on
• Ethnicity
• Nationality
• Language
• Religion
• Et cetera

Melting Pot Marketing
School Segments

- School – administration, teachers, staff
- Parents + guardians
- Government
- Community
- Media
- All about the KIDS!
- Always changing...
Lost in Translation...
锅叉子肉筋笨豆芽 19元
Meat muscle stupid bean sprouts
Slip and fall down carefully!
DO NOT DISTURB
TINY GRASS IS DREAMING
Poisonous & Evil Rubbish
NOVA...
No va = NO GO
- Pug Latin -
Know Your Audience

- Informal interviews
- Small-group discussions
- Suggestion boxes
- Immediate feedback
- Sampling/tasting
- Social media
- Polls/surveys
Survey Questions

• How often do you eat school food?
• If never, why?
• If always, why?
• What foods do you prefer?
• List five foods you would like to see served...
What to Serve?
Restaurant Lessons

• Menu most important variable
• Popular / familiar foods served
• Food consistently good quality
• Pleasant atmosphere
• Friendly personnel
• Fast service
• Accessibility...
School Nutrition Factors

- Perception is important
- Parents – value on nutrition
- Who participates more:
  - Free meal students
  - Younger students
  - Male students
  - Rural students
Menu Planning Culture

- Continental
- International
- Fridays
- Meatless
- Mexican
- Veggie
- Visitors
Food Presentation Keys

- Color – natural, bright
- Flavor – not too strong or contrasting
- Texture – crisp foods with soft foods
- Shape – varying
- Natural – fresh
• Present familiar food
• Paint serving line / dining area appropriate colors
• Smiling and positive staff
• Line layout...
Bakehouse Brekkie Roll

Australia
Cherry Blossom Burger

Japan
Mcpaneer

India
McMollete

Latin America
Say WHAT?
Say it Right...

“It’s not what you say, it’s how you say it…”

- Foster safe culture
- Model social skills
- Inform of benefits
- Use suggestions
- Let KIDS decide
Inverted Pyramid

1. **Most Important Information**
   - Who, What, When, Where, Why, How, etc...

2. **Supporting Details**

3. **Background Details**

4. **General Details**

   - Least Important Information
DIFFUSION OF INNOVATION

- Innovators: 2.5%
- Early Adopters: 13.5%
- Early Majority: 34%
- Late Majority: 34%
- Laggards: 16%
Make it Stick

• Post it
• Birthdays
Marketing Mediums
Traditional Marketing

- TV, radio, newspaper
- Broad reach
- Menus + news
**Email and Texting**

- Quick as click of button
- Target customers with personalized emails
- Can also use email/text
- Keep copy interesting
- Don’t overdo - SPAM
Social Media

- Easy messaging avenue
- Parents + students
- Keep accounts updated
- Answer questions quickly
- Social media policy
Social Media Uses

• Share nutrition, menus, recipes, specials
• Market program, events, menu items
• Feature employee / student of month, fruits / veggies
• Engage students + parents
Facebook

- Starter platform
- Set up website
- Link from site
- Engage
- Moderate content
- Trivia, games + photos!
Melting Pot Marketing

Twitter

- Fun / timely response
- Learn “hash” tags
- Create following with key influencers
- Interesting, original, not self-serving
Melting Pot Marketing

YouTube

• Promote signing up or completing application
• Include news clips + training
• Provide exposure for program + making healthier choices

Melting Pot Marketing
School Marketing Channels

- Emails
- Letters
- School website
- Kick-off event
- Attractive flyers
- Community partnerships
- Sport or summer camps
Kick off

- Understand market
- Create messaging
- Select channels
- Train teammates
- Excite students
- Include parents
Bring Your "A" Game
Resources

For more information visit: primeroedge.com/meltingpot

Blog, Podcast, Webbies, eBooks: primeroedge.com/resources
The volcano known as Eyjafjallajökull, is closest to what Icelandic city?

A: Reykjavic
B: Kopavogur
C: Hafnarfjorour
D: Fjaroabyggo