



DELIVERABLES STRATEGY CHART

	TOPIC AREA	OUTCOME	AUDIENCE
	Slow Food	Help American families with working parents access Slow Food for in-home and away-from-home meals.	American families with price conscious working parents and a combined annual household income of \$100,000-120,000.
INSIGHTS	Identifying local food sources is important to working parents.	Working parents are not sure which family restaurants provide Slow Food meals.	Yelp! does not include a search category for working parents to locate Slow Food produce or restaurants.
STRATEGIES	Help American families with working parents easily identify local foods and make good food choices.	Give American families the opportunity to enjoy Slow Food meals and purchase local produce in one convenient marketplace and cafe.	Provide American families with working parents a go-to online resource to access Slow Food information—produce, dining out, and recipes.
MATERIALS	<p>LABELING SYSTEM</p> <p>Design a national standardized visual system to label local foods by distance.</p> <p>Icons to identify local produce and other local foods from:</p> <ul style="list-style-type: none"> More than 100 mi² 50-100 mi² Less than 50 mi² <p>Usage guide</p> <p>Print and digital advertisements in magazines, websites, social networks, and posters and postcard mailers.</p>	<p>MARKETPLACE AND CAFE</p> <p>Design a visual and taste experience to bring together local produce and food vendors in one marketplace for families to shop and enjoy.</p> <p>Print design</p> <ul style="list-style-type: none"> Logo and stationery Menus, brochures, food stories Packaging and advertising <p>Signage, displays, and art installations</p> <p>Textiles, uniforms, and other details</p> <p>Wayfinding</p>	<p>MOBILE READY WEBSITE</p> <p>Design a user-friendly mobile-ready website and app for working parents to easily access Local produce markets; Slow Food dining; and other Slow Food resources.</p> <p>Search function by location or category</p> <p>Parallax scrolling and footer with social links</p> <p>Photo slider header</p> <p>Simple navigation to informative pages with links to other helpful resources</p>