



LEON

Experience strategy
Digital Ecosystem and Website

Nicolas Le Clainche - 17th December 2012

Objectives

Increase revenues of 20% through cross selling

- **In store**

- Increase Breakfast and Dinners
- Socialisation (we will develop the socialisation later in this presentation)

- **Online**


- Vouchers
- Books

Objectives

And also...

- Strengthen LEON's position as a healthy fast food option through **lifestyle** content
- Lay the ground for the development of the **media activity**
- Enable **crowdsourcing** for products development

So, we've done some research

-  Responding to Market Changes– The Fast-Food Experience .pdf
-  Effects of coupons on brand categorization and choice of fast foods in China.pdf
-  Effects of calorie information disclosure on consumers' food choices at restaurants.pdf
-  The Influence of Culture on Consumer Impulsive Buying Behavior.pdf
-  Eating at a Fast-food RestaurantA Social-Psychological Analysis .pdf
-  Retailer branding of consumer sales promotions. A major development in food marketing?.pdf
-  The use and acceptability of convenience and fast-foods in the food service industry in Scotland .pdf
-  Food for Thought– How Will the Nutrition Labeling of Quick Servic...umers' Product Evaluations, Purchase Intentions, and Choices?.pdf
-  Product labelling in the market for organic food– Consumer preferences and willingness–to–pay for different organic certification logos.pdf
-  Availability and accessibility of healthier options and nutrition information at New Zealand fast food restaurants.pdf
-  From sensory marketing to sensory design– How to drive formulation using consumers' input?.pdf
-  Nutrition knowledge, and use and understanding of nutrition information on food labels among consumers in the UK \$.pdf
-  Determinants of fast-food consumption. An application of the Theory of Planned Behaviour \$.pdf
-  Consumer acceptance of functional foods– socio-demographic, cognitive and attitudinal determinants.pdf
-  Modeling the selection of fast-food franchises among Japanese consumers.pdf
-  Consumers' beliefs and behavioural intentions towards organic food. Evidence from the Czech Republic q.pdf
-  Observed sex differences in fast-food consumption and nutrition self-assessments and beliefs of college students.pdf
-  world food marketing systems.pdf
-  Market and marketing of functional food in Europe.pdf
-  Australian consumers' discernment of different sources of 'healthy eating' messages.pdf
-  Fast and frugal food choices– Uncovering individual decision heuristics.pdf
-  Bayesian approach to assess consumers' brand selection process and identification of brand attributes in a service context.pdf
-  Understanding the older food consumer. Present day behaviours and future expectations.pdf
-  Fast food perceptions– A pilot study of college students in Spain and the United States.pdf
-  Construal levels of healthy eating. Exploring consumers' interpretation of health in the food context.pdf
-  The association between neighborhood socioeconomic status and exposure to supermarkets and fast food outlets.pdf
-  Association between food marketing exposure and adolescents' food choices and eating behaviors q.pdf
-  "Functional foods compensate for an unhealthy lifestyle". Some Swedish consumers' impressions and perceived need of functional foods.pdf
-  Fast food consumers– turkey.pdf
-  Eating green. Consumers' willingness to adopt ecological food consumption behaviors \$.pdf
-  Exploring the role of food origin as a source of meanings for consumers and as a determinant of consumers' actual food choices.pdf
-  Consumer behaviour in the food service industry– a review.pdf
-  Functional foods– Consumer willingness to compromise on taste for health?.pdf
-  Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea.pdf
-  Evolutions in food marketing, quantifying the impact, and policy implications.html
-  Why Eat at Fast-Food Restaurants– Reported Reasons among Frequent Consumers.pdf

What do people think of fast food restaurants

IT IS

- Quick
- Easy to get to
- Taste good
- Cheap

IT IS NOT

- Social
- Nutritious food
- Fun and entertaining

Can we remove these barriers?

Source: Research paper: **Why Eat at Fast-Food Restaurants: Reported Reasons among Frequent Consumers** - SARAH A. RYDELL, MPH; LISA J. HARNACK, DrPH; J. MICHAEL OAKES, PhD; MARY STORY, PhD, RD; ROBERT W. JEFFERY, PhD; SIMONE A. FRENCH, PhD)

Cater for Experiential and Goal Driven buyers

GOAL DRIVEN

Need to buy food
right now

Impulsive purchase

**= Provide the
quickest journey to
meet the goals**

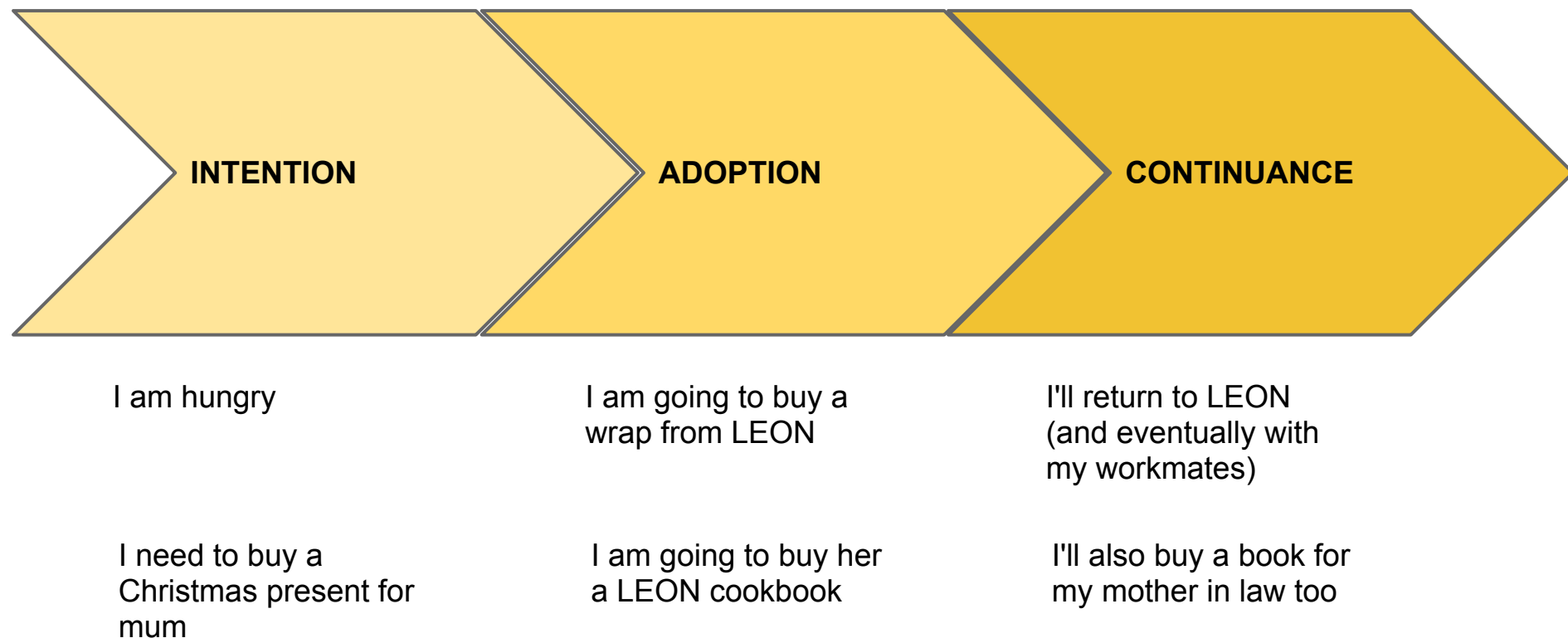
EXPERIENTIAL

Just looking.

**Don't plan to buy
now**

**= Establish the
relationship to
connect**

Be present at each step of the purchase process (MIAC Framework)

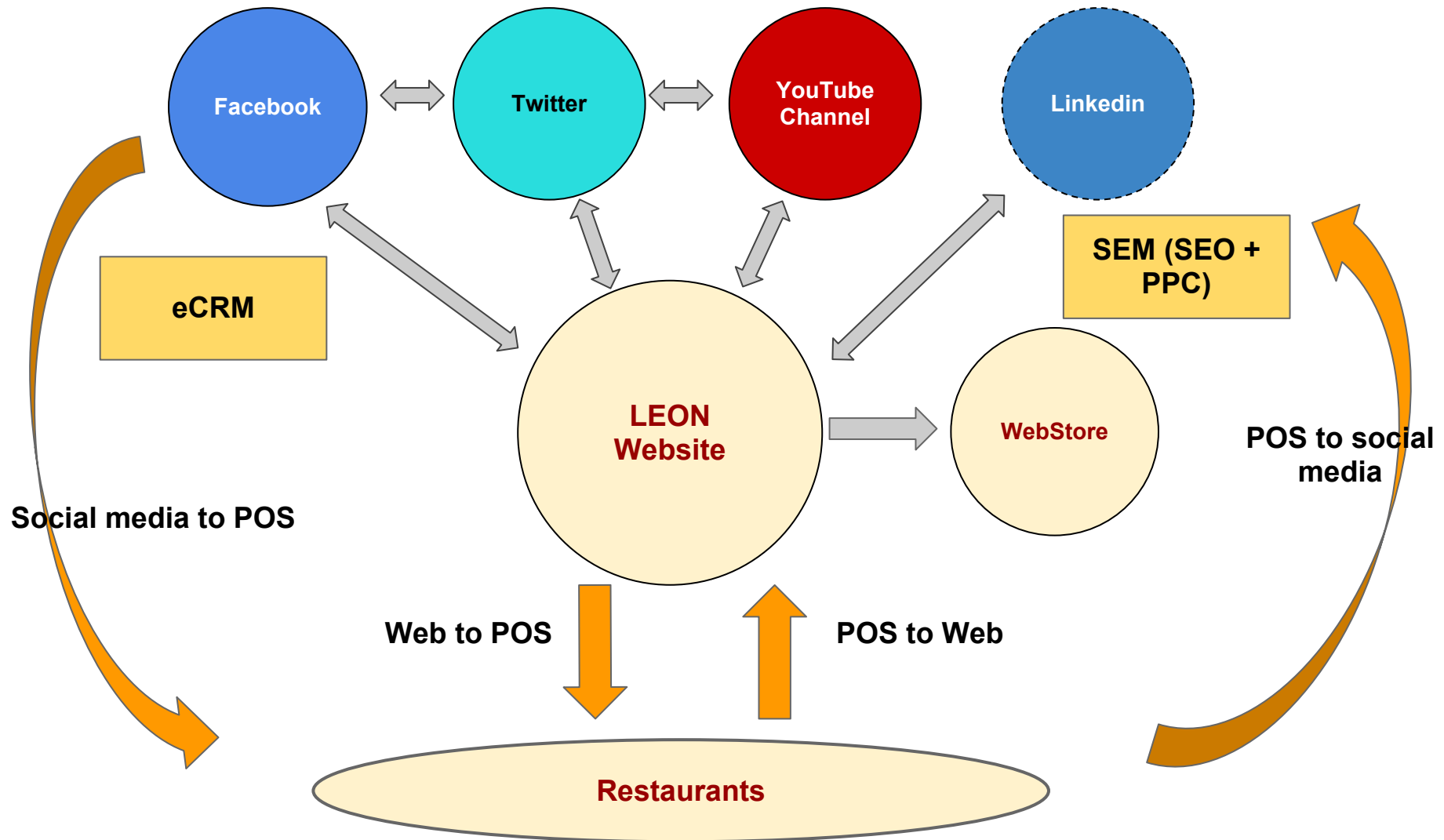


The big picture:

All touchpoints need to work together

User journeys need to be connected through
website, social media and points of sale

LEON Ecosystem - Holistic approach



What are others doing?

We've had a look at fast food restaurants to see what they do...

Fast food restaurants

Sites reviewed

- McDonalds
- KFC
- Subway
- Nando's
- Itsu
- Wasabi
- EAT
- PRET
- Planet Organic

McDonalds

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Nutrition Calculator 0 items Share

McDonald's
i'm lovin' it

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THE FESTIVE MENU

CHEESE MELT DIPPERS

CHICKEN CELEBRATION

WINTER WARMER

CLICK TO UNWRAP A SEASONAL SURPRISE

Quality Street fudge McFLURRY

Find out more

Get the latest from McDonald's

happi meal BELIEVE IN THE GUARDIANS


What goes into our burgers?


The image is a promotional banner for McDonald's 'The Festive Menu'. It features a winter-themed background with a night sky, snow-covered hills, and stylized evergreen trees. In the center, a large 'Winter Warmer' burger is prominently displayed on a wooden sign. To its left are 'Cheese Melt Dippers' and a 'Chicken Celebration' burger. To its right is a 'Quality Street fudge McFLURRY'. A sign that says 'CLICK TO UNWRAP A SEASONAL SURPRISE' is also visible. At the bottom, there are three smaller promotional tiles: 'Get the latest from McDonald's' with the golden arches, 'happi meal BELIEVE IN THE GUARDIANS' featuring characters from the movie, and 'What goes into our burgers?' showing a close-up of a burger patty.

KFC

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THE
4th
BOX MEAL


Conquer your hunger



Don't worry.
Eat happy.


See all of the good things
we're doing.


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Krushems

Check out our new
ad for Mint Aero
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Allow

Do not allow



STORE LOCATOR

enter your location

FIND

☐ Halal stores only

FOLLOW US



Like

13k

HOME

MENU

ABOUT US

FRANCHISE OPPORTUNITIES

PROPERTY

CAREERS

MEDIA



Give us your feedback

TellSubway
CLICK HERE

*A receipt is required to complete the feedback form



ORDER
ONLINE NOW

Order anything from the full menu at participating London stores.

SUBWAY®
PLATTERS

You can order a delicious SUBWAY® Platter anywhere in the UK*

FIND OUT
MORE

*participating stores only

INTERESTED IN BECOMING A SUBWAY® FRANCHISEE?

Apply Now



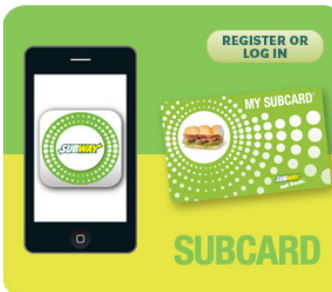
If you are looking to start your own business and want to learn more about how to become a SUBWAY® franchisee, follow our five simple steps and request a brochure for more information.

[Find out more »](#)

CALLING ALL PROPERTY OWNERS!

The SUBWAY® brand has ambitious expansion plans in the UK and Ireland, and is actively seeking businesses to lease space to trained franchisees.

[Find out more »](#)



REGISTER OR
LOG IN



SUBCARD

Nando's



Itsu

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Welcome

itsu has two flagship restaurants, [Chelsea](#) and [Notting Hill](#). We also have around 37 shops. Some have 100 seats, some have 10.

Our mantra is health & happiness. Health because it's light and nutritious...happiness 'cos it's not rabbit food.

We make Asian inspired salads, sushi, noodle potsu and ricebowls with butterfly light, delicious ingredients. Every itsu operates like a traditional restaurant...dishes are made one by one...there's no buying in of 'ready meals', no central factory-esq kitchen.

Explore this site and you'll find all sorts of facts and figures on our [eat beautiful](#) menu.

Founder, itsu/Pret A Manger



Metcalfe's
food co.
SHOP ONLINE




Wasabi

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わさび
wasabi
sushi & bento

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Order food 

[For delivery](#)


Choose your postcode area: Select Location and your preferred delivery time: Select Date Select Time [Order your food](#)

Place your order before 21st December for pre Christmas delivery!

Delivery service will be closed from 25th December and will resume on Wednesday 2nd January.

DOOR BELLS RING

Wasabi delivers this Winter



FREE

limited edition Yuki set

on orders over €50

FREE

large Christmas set

on orders over €100


To start your order use the menu bar above or call 0800 007 5100

*A party set serves 4-5 people * Valid on orders delivered before 25th December

Find a branch


[Full list of all Wasabi Branch](#)

[Go](#)



Sushi Tuesday 30% off


Enjoy 30% off your total bill when you spend £30 or more online every Tuesday. Quote 'sushitues30' at the checkout.



wasabi delivery menu


Our most popular sets are available for order.

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Delivery service

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Our eat-in menu

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Ordering Online

About online ordering
Delivery information

About Sushi


History of sushi
Sushi guide
Sushi nutrition


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EAT


**FOOD
DELIVERS
WHERE
TALK
JOBS
ABOUT US**








EAT.
THE REAL FOOD COMPANY




PRET


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£300,000
£250,000
£200,000
£150,000
£100,000
£50,000


HOPE

FOR THE HOMELESS


Let's raise £300,000 this Christmas to help break the cycle of homelessness.

£ 1 9 6 , 2 4 8

Raised so far




★ TODAY'S SOUP ★




★ 24 DAYS OF PRET ★






★ FIND OUT MORE ★








★ CHRISTMAS MENU ★



★ FOURSQUARE ★

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Planet Organic

Website Screenshot

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christmas at planet organic

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Tofurky



Bobble



Christmas Hampers

[christmas at Planet](#)



Party



Gifts



Cook's Pantry

[store info](#)

DEVONSHIRE SQUARE

MUSEUM HILL

LESTINGTON

TORRINGTON PLACE

WESTBOURNE GROVE

OPENING HOURS

Monday to Friday 7.30 am – 9.00 pm

Closed Saturday & Sunday

10 Devonshire Square London EC2M 4AE

Tel: 0207 220 9060



100% 'artificial anything' free

The UK's largest fully certified organic supermarket, Planet Organic is a celebration of nature, overflowing with mouth-watering, inspiring and ecologically great ideas.

When Planet Organic opened its doors in 1995, it was Rennie Elliott's dream to offer the best and widest range of organic food and products available. Walk into any store and we'll talk to you about which vegetables are in season, inspire you to experiment with new ingredients and help you to choose the best bodycare or natural remedy.

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Party



Gifts



Cook's Pantry

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Closed Saturday & Sunday

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Tel: 0207 220 9060

Navigations

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TALK
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ACCOUNTS
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NOW**

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Our Food

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Don't Worry. Eat Happy

Our Restaurants

Join us

Find a KFC

Find

**YOU'RE
HOME**

**VISIT OUR
RESTAURANTS**

**CHECK OUT
THE MENU**

**NANDO'S
CAREERS**

**GO TO THE
SHOP**

**AND LOADS
MORE**

Navigations

'Food' (menu) and **Restaurants** (locations) are key in the navigation

Few present **nutritional informations** at the first level (because they'd better not talk about it!)

Eating is a **lifestyle** (PlanetOrganic, KFC)

Our approach

We will be relevant & helpful



- We will promote **Breakfasts at breakfast time** and lunches at lunchtime!

- We will deliver **geo targeted content and offers**

(i.e. your closest LEON will be displayed on the basis of the IP address)

We will be visual

Which type of content is the most mouth watering?

A

**Roasted
Christmas
Turkey with
stuffing**

B



We will be social



We will facilitate friends and workmates gathering

- Manage local gatherings via the site
- Allow to recommend dishes to friends via the site

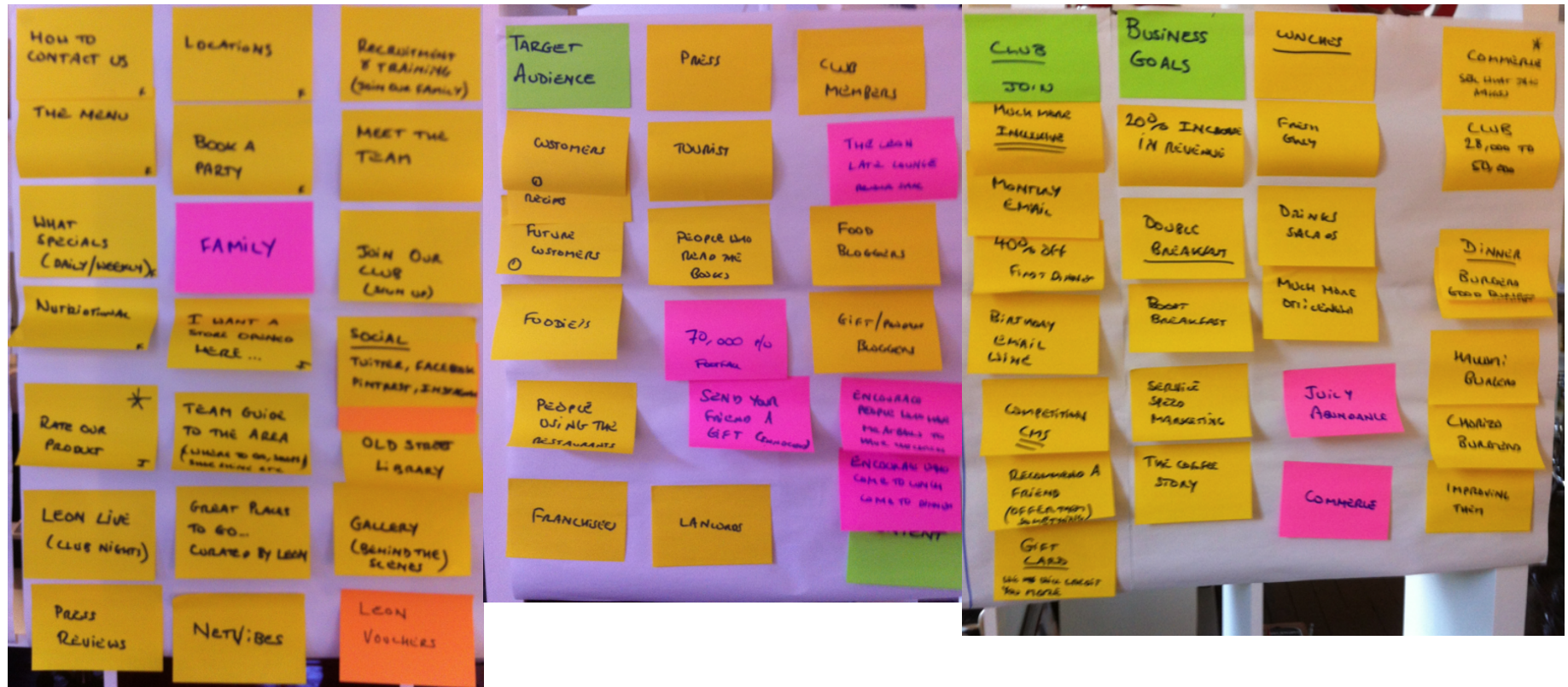
We will be inspiring health



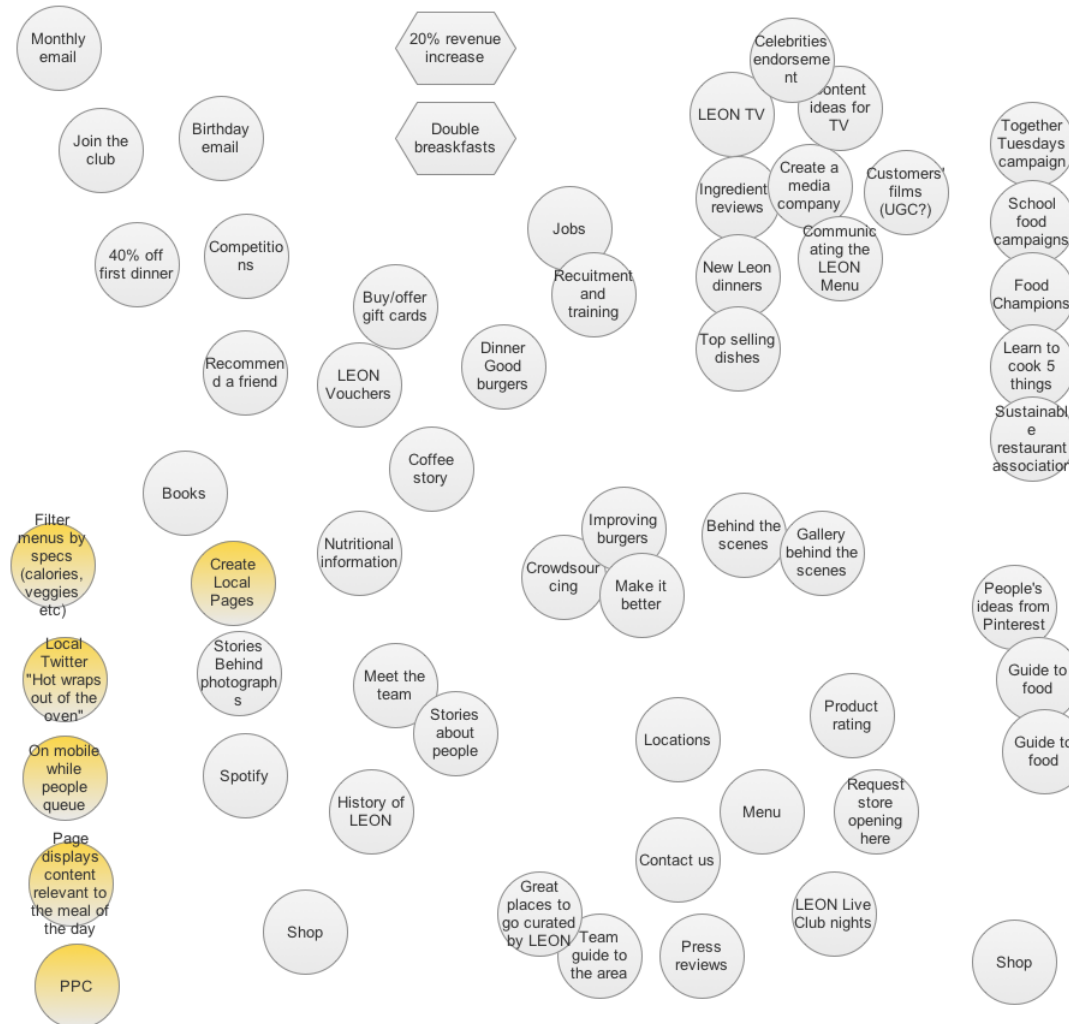
(Show the results and point out the way...)

Site structure

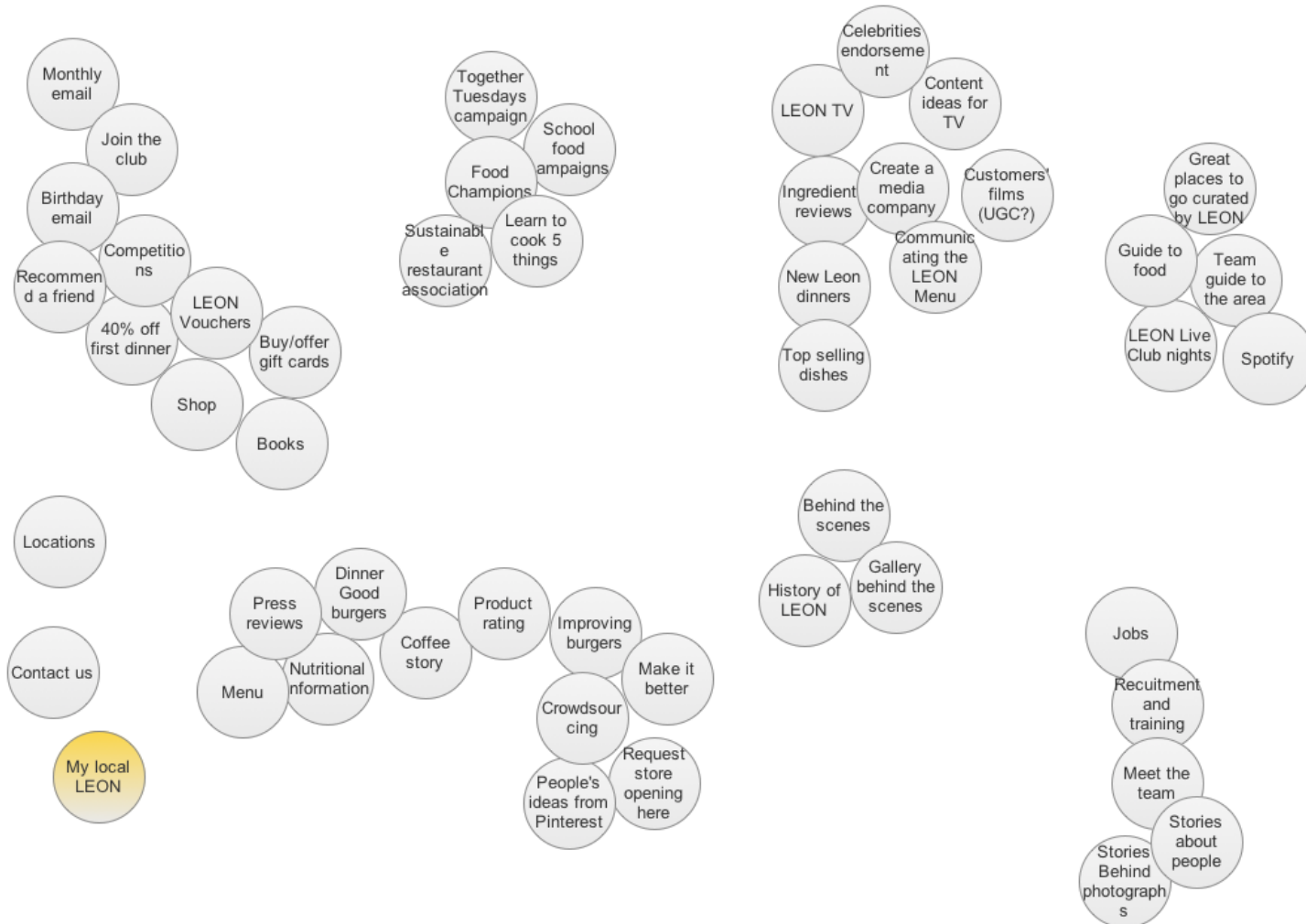
There were loads of ideas...



.. and we added more ideas...

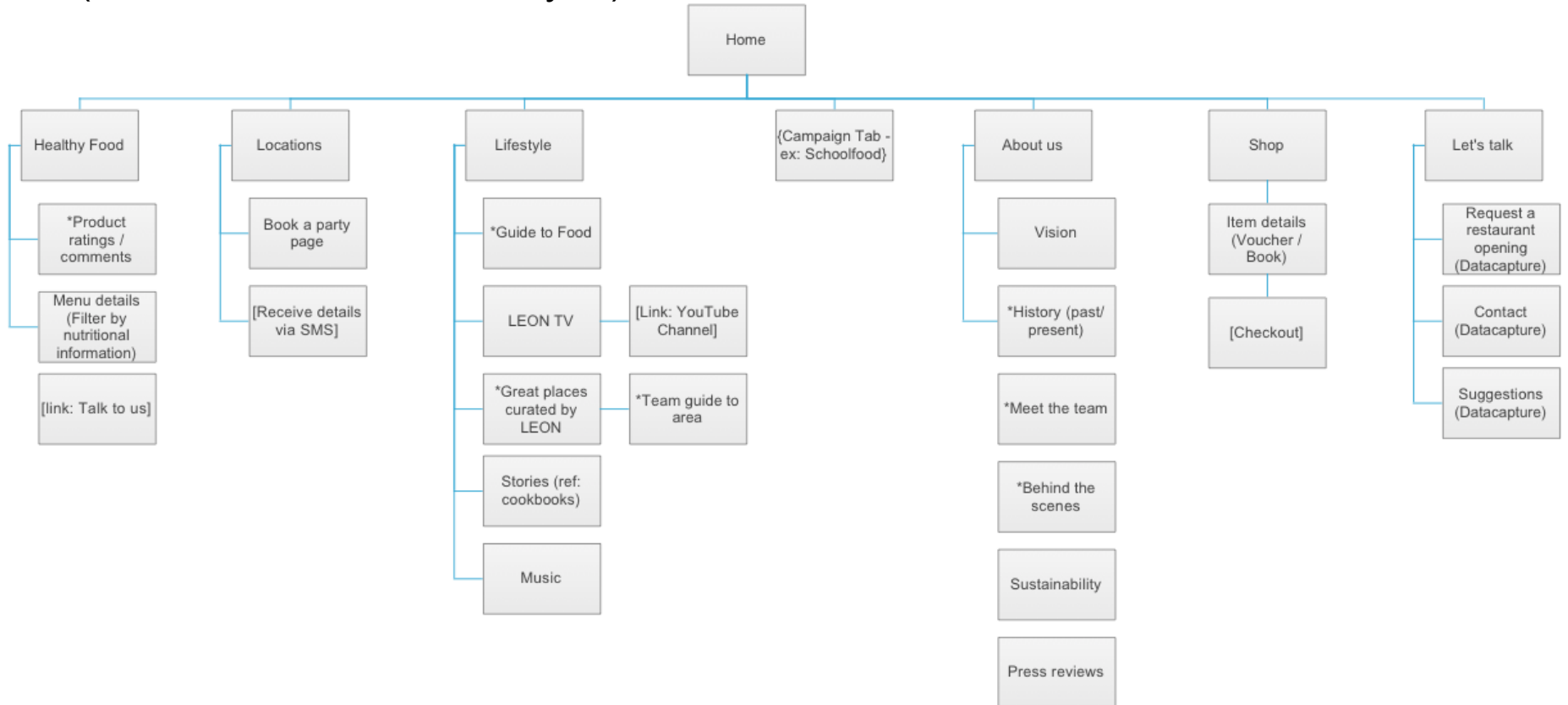


... that we organised on the basis of research and strategy



This is our proposed site structure

(We have some PDFs for you)



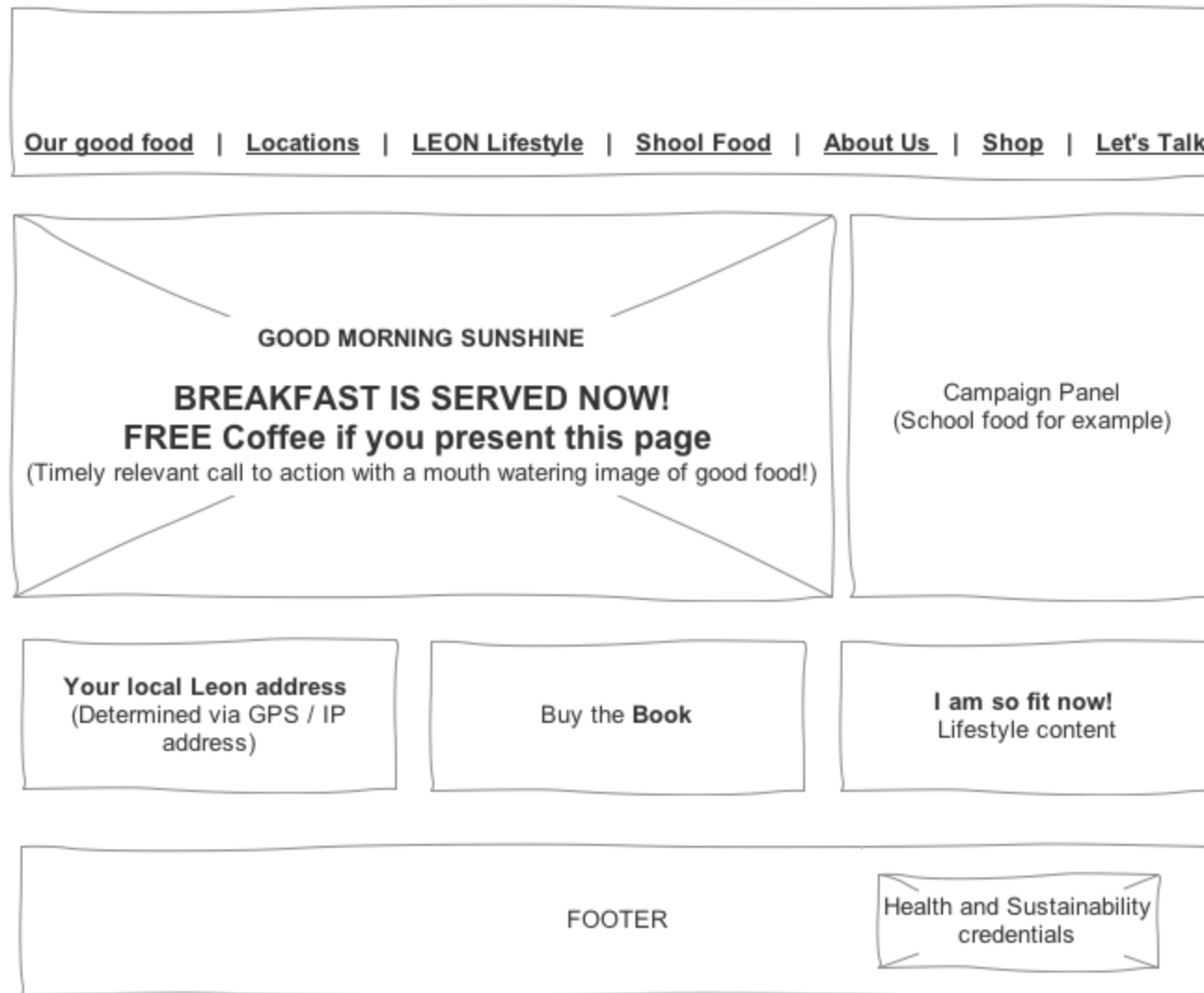
Links present on all pages



Home page schematic

Home page schematic

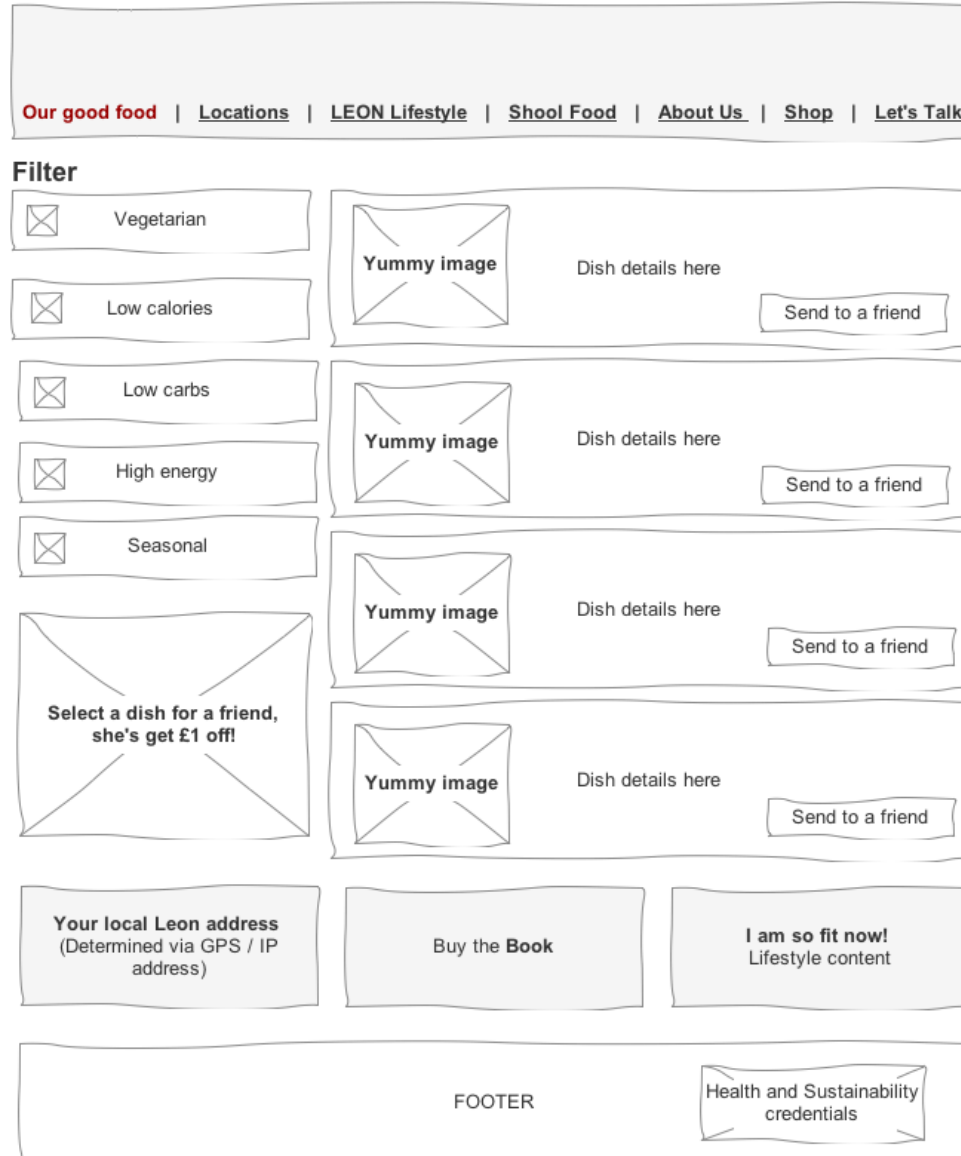
This is not a final design, it's just to get us thinking



Menu selector schematic

Menu selector schematic

This is not a final design, it's just to get us thinking



Now let's talk.

Thank you.