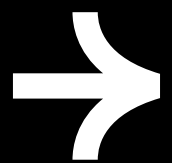


GROWTH OF A F&B BRAND

- + From **More Than Momos** To **The Momo Story**
- + A brand that produced 132x ROI



01

INPUTS & INITIATION

Brand Identity- Project Initiation

munimji@sidhantsidana.com

Switch accounts

Not shared

Brand Name

Your answer

Industry

Your answer

Type of Business

☐ Retail Products

☐ Cloud/ Online

☐ B2B

☐ Service-Industry

☐ Other:

One Line Description of your Business

Your answer

Complete Description of your Business

Your answer

Target Audience of your Business (Age, Demographics, Geography, Interests, Behaviors, Gender Ratio, Role in Family, Income Group, etc.)

Your answer

Major Products & Services Category(s): Pointer Format

Your answer

The story behind the brand

Brand Identity
Project Initiation



01

INPUTS & INITIATION

Input Forms: Brand Name

Sign in to Google to save your progress. [Learn more](#)

* Indicates required question

Industry *

Your answer

Type? *

☐ Retail

☐ Online

☐ B2B

☐ Manufacturing

☐ Trading

☐ Other:

What image do you want your brand to create in the eyes of customers? Use up to 20 adjectives.

Your answer

Any brands in your industry that you admire? *

Your answer

Any language like Latin/ French/ Urdu that you want your brand to derive the name from? *

Your answer

What is the one thing that you want people to remember about your brand? *

Your answer

Any examples of names you like? Could be existing brands or fictional names as well. *

Your answer

Input Forms:
Brand Name



01

INPUTS & INITIATION

Input & Questions for Logo Designing

Sid & Co.

sharsh003@gmail.com [Switch account](#)

* Indicates required question

Email *

Your email

What is the exact text of the logo? *

Your answer

Any Slogan or Tagline? *

Your answer

What is the nature of the business, service or product? *

Your answer

What are the USP of your product/services?

Your answer

What is your Target Market? *

Your answer

Any Competitors? *

Your answer

Have you thought of any strategy for the logo?

Your answer

few examples of logos that you like? (You can either provide links or just write the

Input & Questions
for Logo Designing



02

BRAND TRANSFORMATION



More Than Momos



The Momo Story



03

MASCOT PLANNING

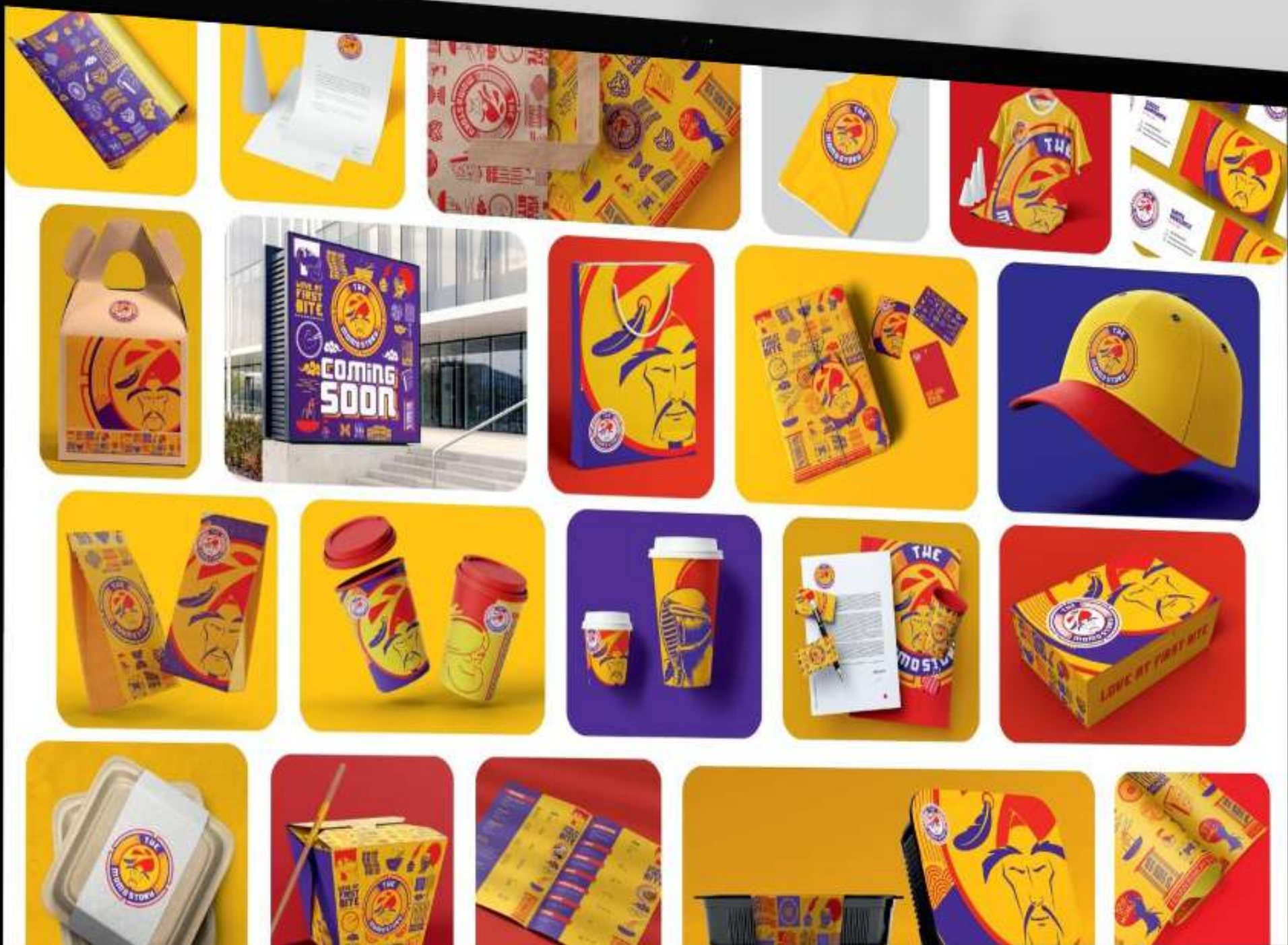
Brand Identity Initiation



04

BRANDING

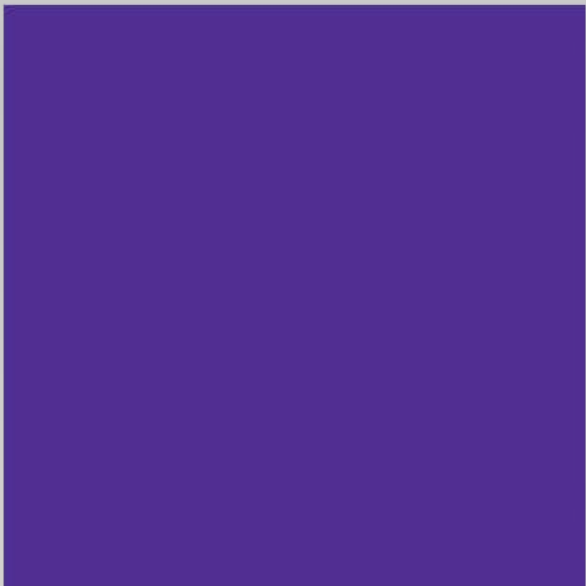
Shots from brand identity
Defining guidelines for the brand



05

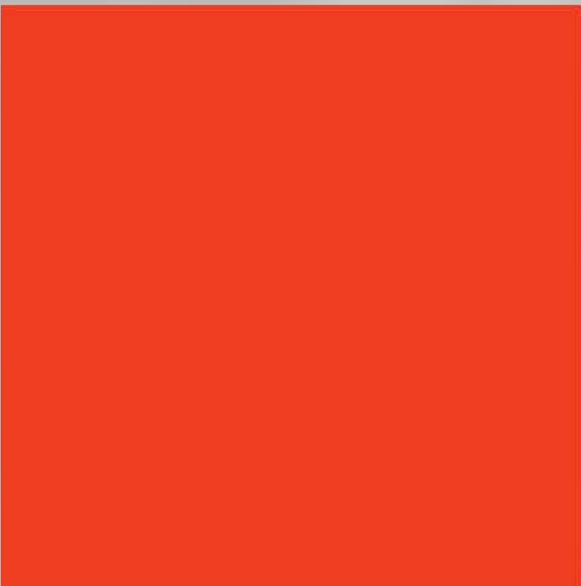
THE CHARM OF COLORS

Purple, Blue & Yellow a visual treat to people. These colors are so playful that people love them. While Red color is so passionate. Yellow is for hunger and according to color psychology, rich products used purple to express it.



PURPLE
COLOR CODE

CMYK : C87 M100 Y0 K0
RGB : R83 G42 B140
WEB : #532A8C



RED PIGMENT
COLOR CODE

CMYK : C0 M94 Y100 K2
RGB : R246 G1 B0
WEB : #F60100



MIKADO YELLOW
COLOR CODE

CMYK : C0 M24 Y98 K0
RGB : R255 G199 B0
WEB : #FFC700



06

FONT FAMILY

FONT PAIRINGS

Fonts are crucial in brand identity, conveying personality and values while ensuring consistency for brand recognition. Unique fonts differentiate and enhance memorability, with legibility being paramount. Cultural considerations and versatility are key, accommodating various applications and potential brand evolution.



07

THE PATTERN

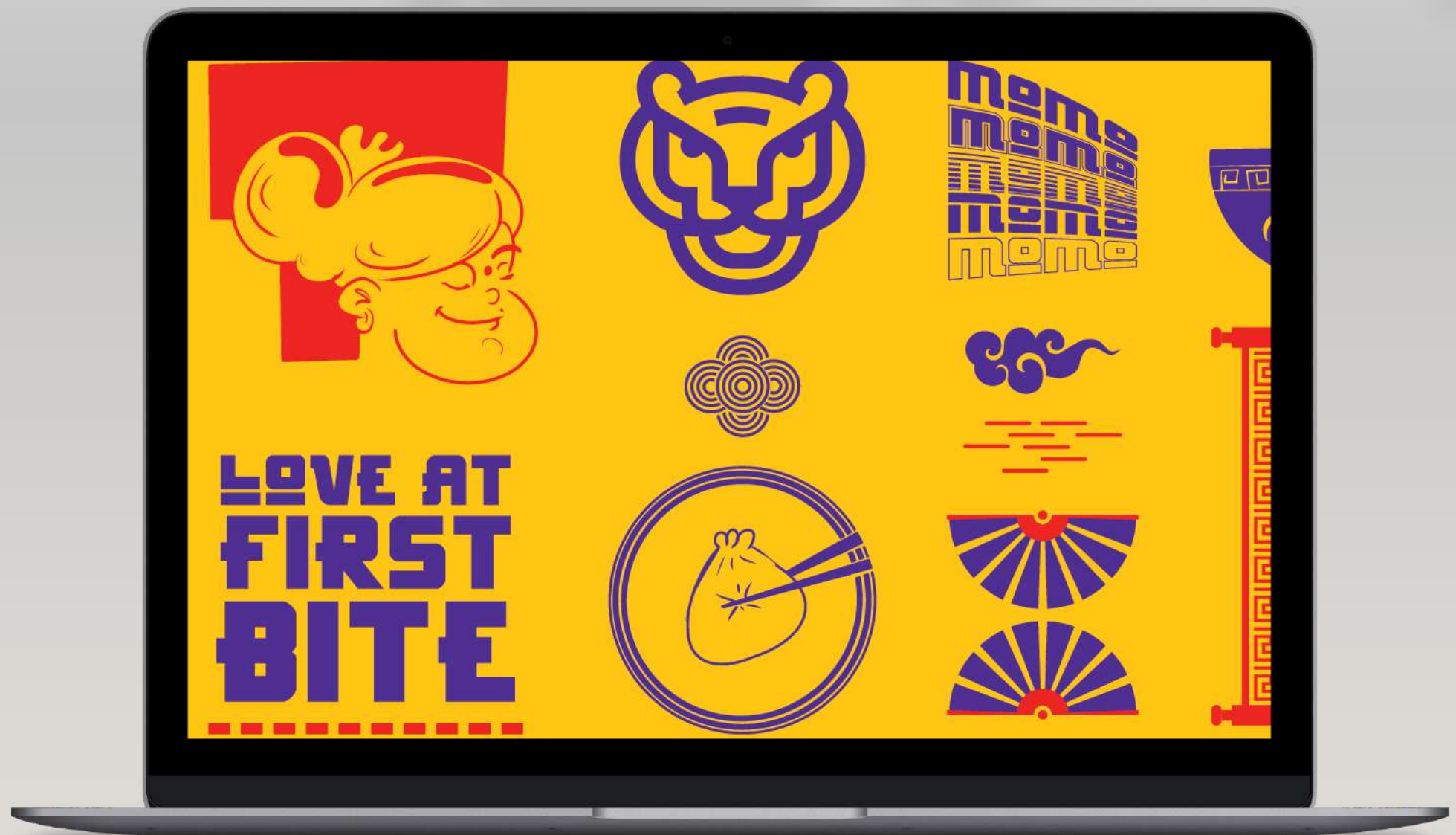
VISUAL SIGNATURE



08

PATTERNS EXECUTION

Patterns execution in a brand identity adds a tactile and visually engaging layer, reinforcing brand consistency and fostering a memorable and cohesive design language.



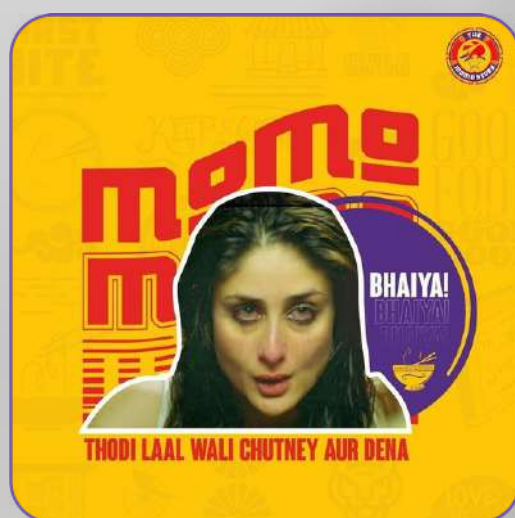
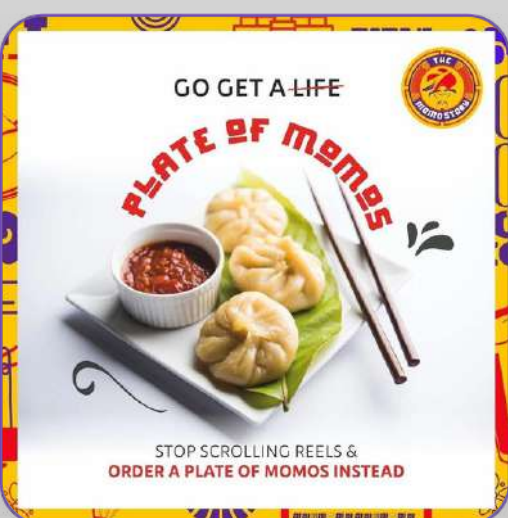
09 SOCIAL MEDIA LOOK BOOK

Creating an immersive online experience for its audience.



10

BUILDING AN ENGAGING SOCIAL MEDIA IDENTITY



11

FOOD PHOTOGRAPHY



12

FRANCHISE DECK



HOW DID OUR STORY GO VIRAL?

Thousands of street stalls, cafes and restaurants in India serve Momos today. So what makes us unique?

Well, we serve 4 dips based on 4 parts of the taste palette, sweet, sour, bitter & salty alongside the Momos.

This made the story of 'The Momo Story' went viral!

THE MARKETING CHANNELS

- Instagram (Centralised)
- Facebook (Centralised)
- Zomato & Swiggy (Outlet-wise)
- Google My Business (Outlet-wise)
- Pinterest (Centralised)



THINKING OUT OF THE PLATTER!



Responding to No Shave November

Keeping up with Food Trends

WE ARE A TECH DRIVEN BRAND!

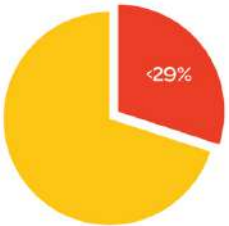
POS
We use POS system - PetPooja for billing and maintain an online cash register.

CRM software
We use Reelo as CRM to retain customers.

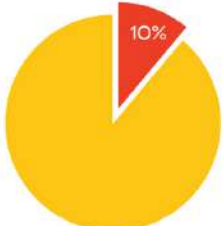
CRM Campaigns:
1. Loyalty Program
2. Inactive Customers Revival Campaigns



MARGINS & ROYALTY

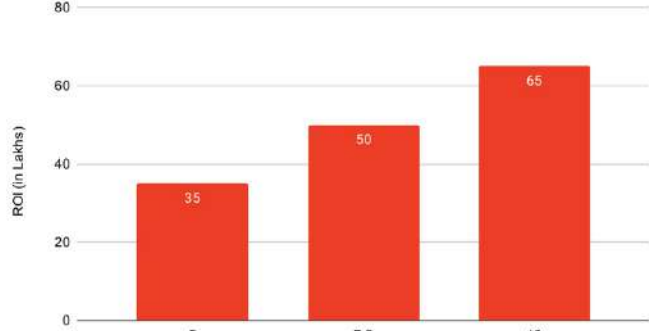


Margins
Food cost including packaging
Except in the scenario of the discovery product, It is 45%



Royalty
10% of total revenue sharing with the franchise owner

5 YEARS ROI FOR FOCO MODEL



Sales per month (in Lakhs)	ROI (in Lakhs)
5	35
7.5	50
10	65

KIOSK OUTLETS



MID OUTLETS



MACRO OUTLETS



HR & OTHER SUPPORT

- From hunting of the manpower, to training of the manpower and finally deploying and managing the manpower, will be taken care of by TMS Admin team
- Offline Marketing & Branding Support
- POS & CRM Support
- Social Media Support
- Events Support





13

STORE MODEL

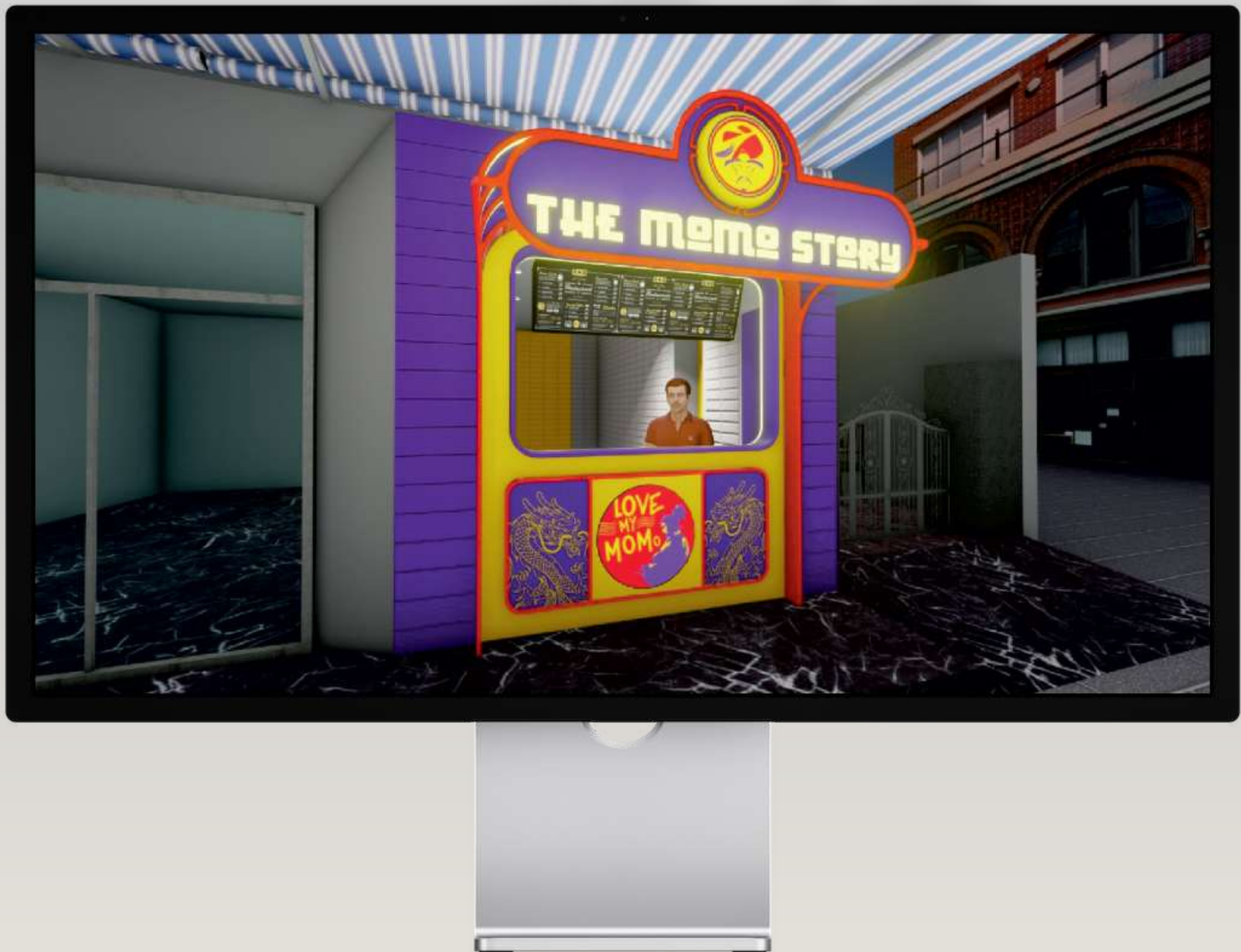
Planning the Store Models | Kiosk



13

STORE MODEL

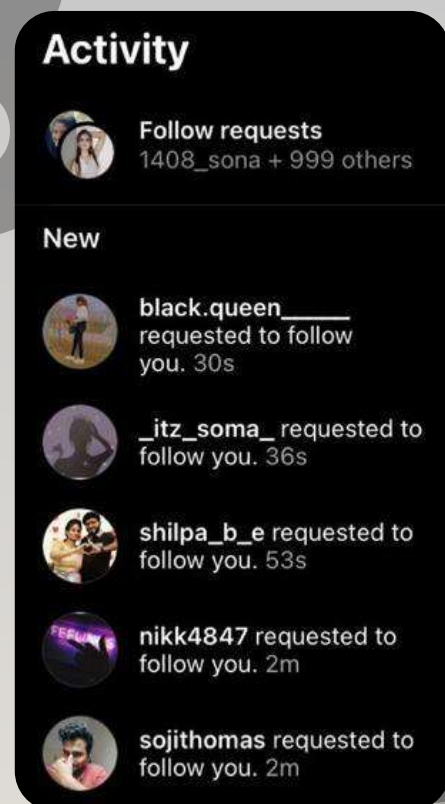
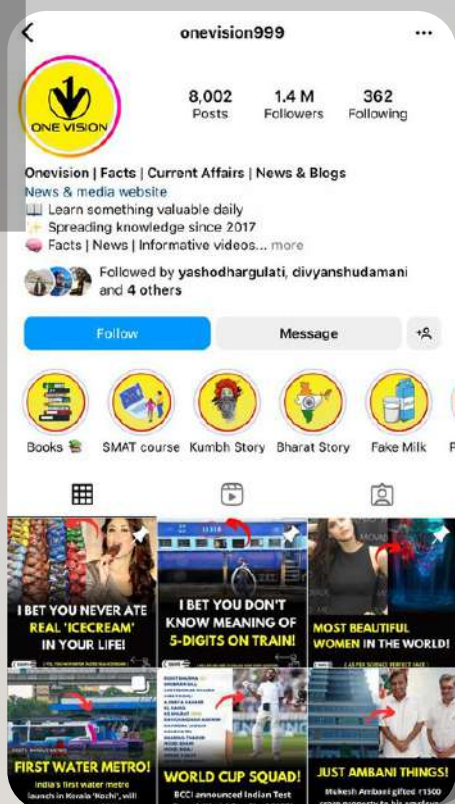
Planning the Store Models | Mid-sized Stores



14

SOCIAL MEDIA REACH GROWTH

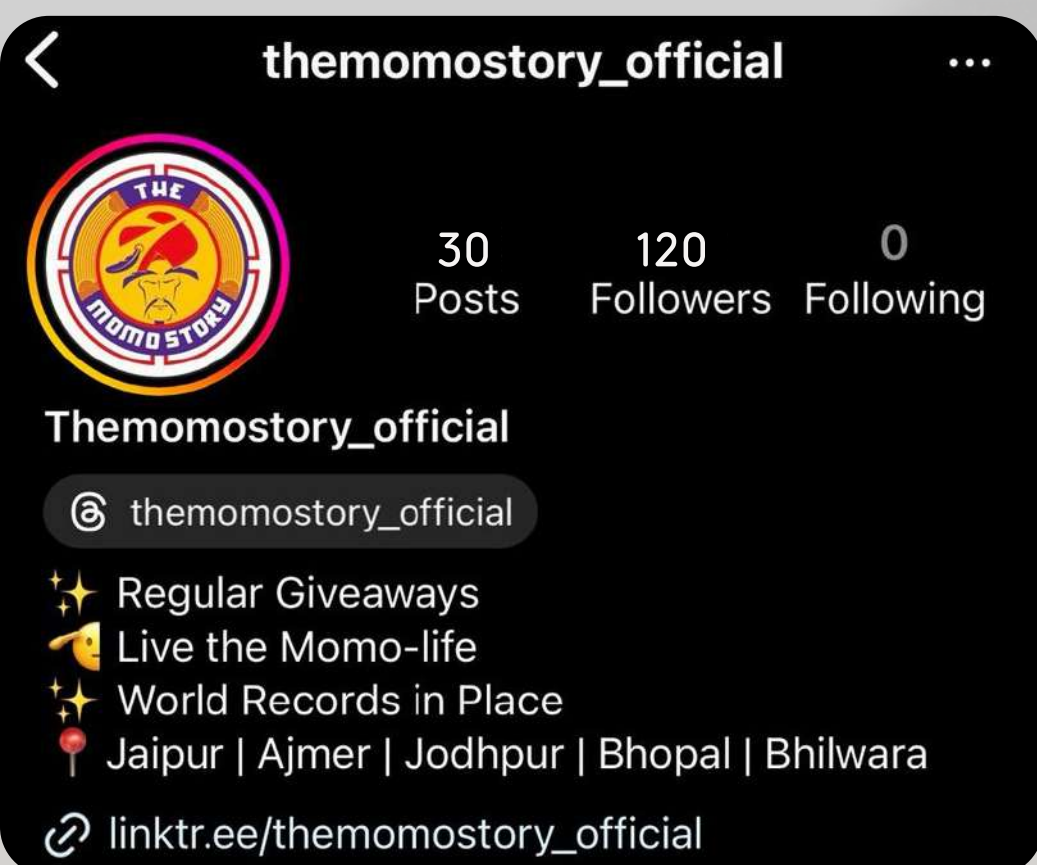
Shoutouts Marketing



15

GROWTH OF FOLLOWERS

From 120 followers to 2,834 followers



16

INFLUENCER MARKETING

@fork_and_me



50.5K

@foodmapjaipur



156K

@jaipur_food_walks



50.5K



17

REEL VIRALITY

Going Viral



74.8K



223K



3.9M



44.4K

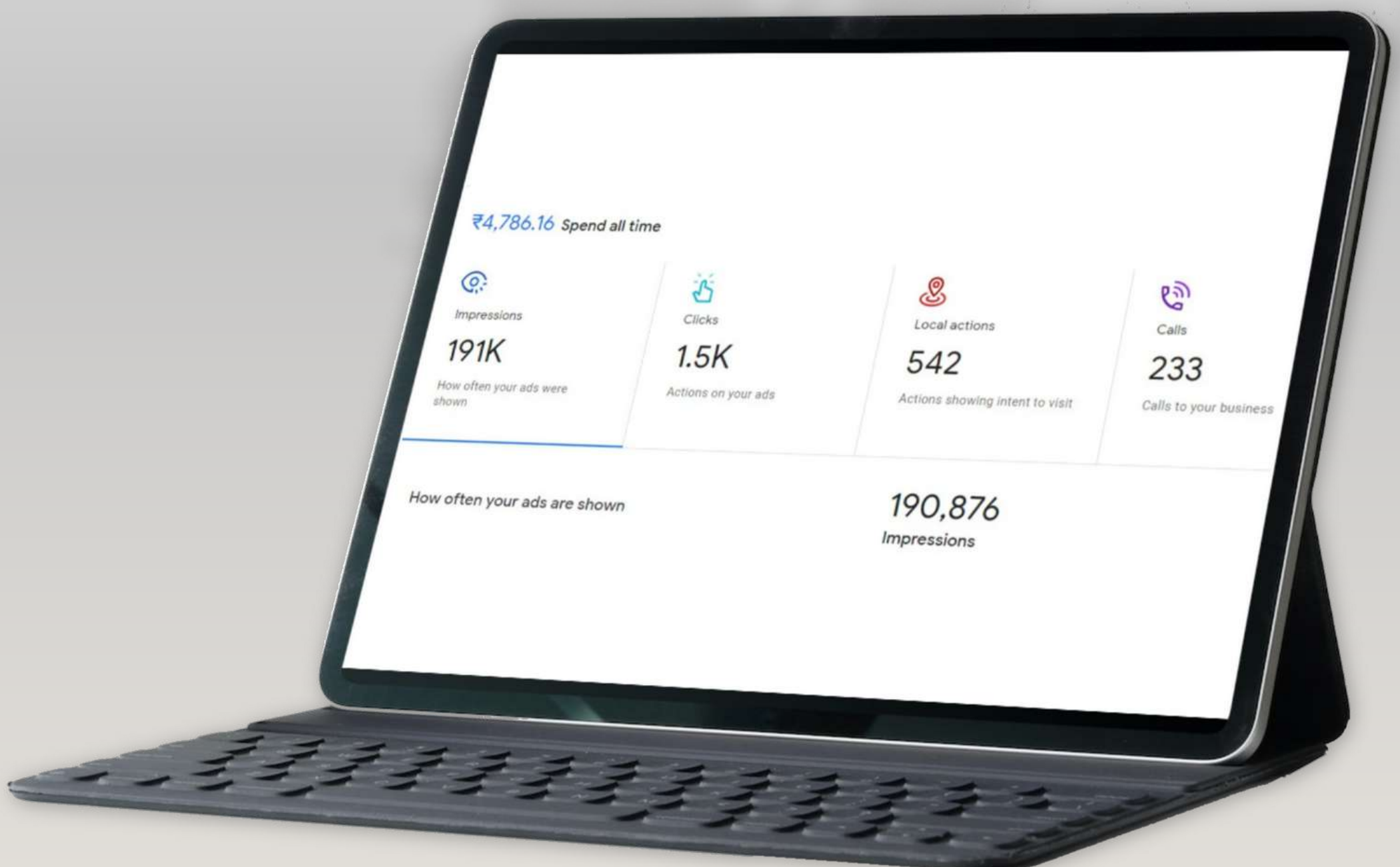


18 DRIVING TRAFFIC TO THE STORES



Google Ads

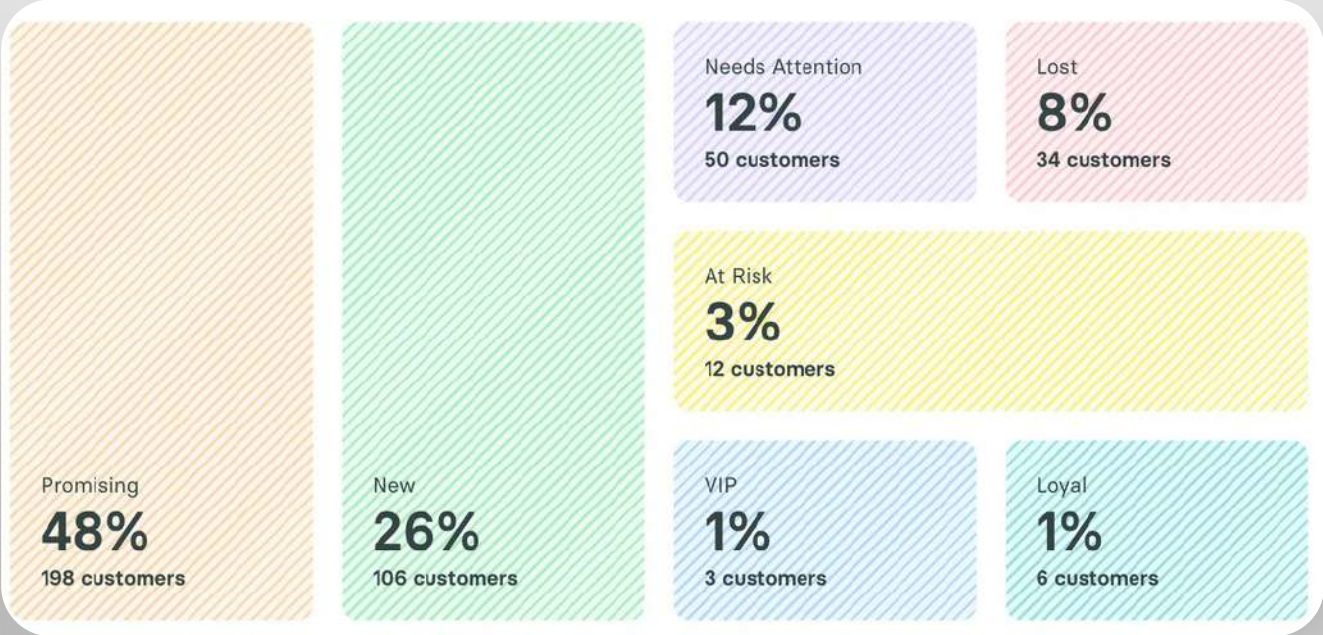
Boost store footfall with targeted precision by leveraging the power of Google Ads to drive traffic and capture potential customers effectively.



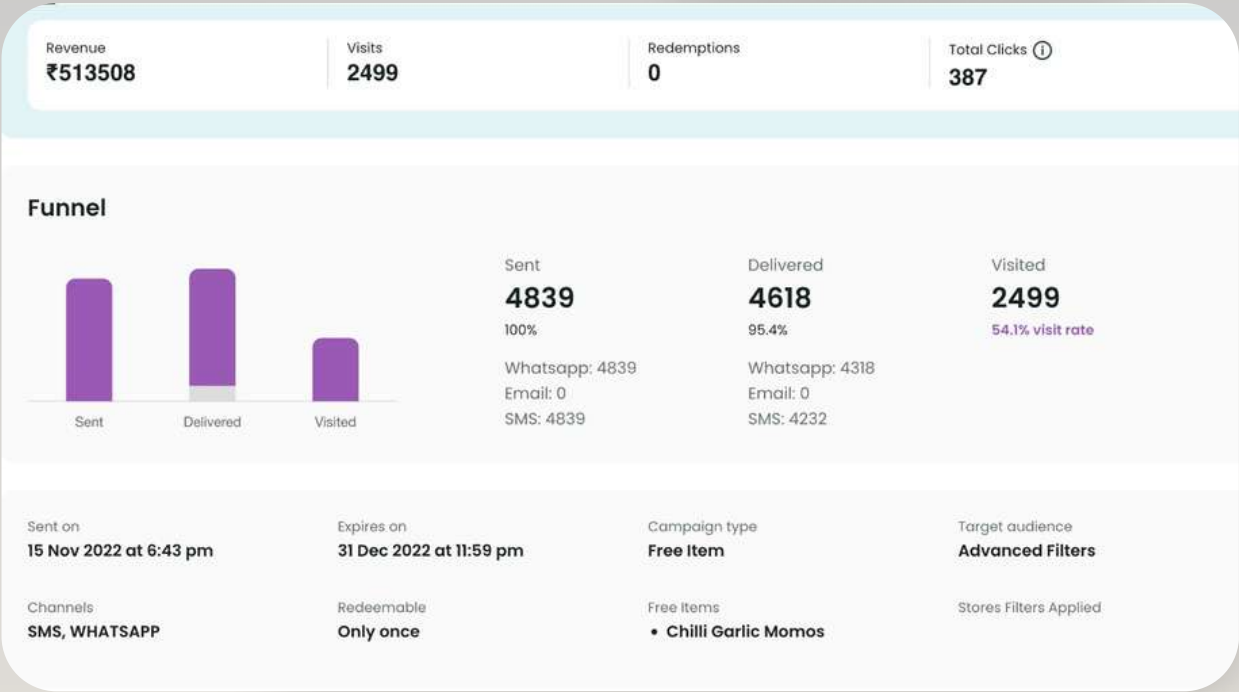
19

CRM MARKETING

Email Marketing | Whatsapp Marketing | SMS Marketing



Understanding & Compartmentalising types of customers



ROI Invested
(53p x 4839 Whatsapp
Msg) (25p x 4618 SMS)
Revenue Generated

13,300%
Rs. 3,718
(2,564)
(1,154)
Rs.5,13,508



20

SCALED UP VIA FRANCHISING

To 5 Cities, and a total of 6 Outlets

*Outlet in queue: Bagru

