Mr. Eason’s Sandwich Shop Branding Activity

Mr. Eason is starting a new gourmet sandwich shop. The shop will contain a few small dining spots and will also cater to take out customers. The emphasis of the shop will be sandwiches. He plans on using fresh, local ingredients. Some examples of the types of sandwiches he will have are Buttermilk fried chicken with house made aioli, seared albacore tuna, with a tangy mango sauce on a fresh baguette, and a prosciutto, Bocconcini, and arugula on sourdough. All sandwiches will be hand crafted and use top quality ingredients. He is hoping to cater to a wide variety of clientele. He wants business people, construction workers, and families to equally feel welcomed. Mr. Eason feels passionately about sandwiches and this shop and needs your assistance

Your task will be to help Mr. Eason with his branding strategy. In your group you must come up with the following.

1. Create a brand name – list all of the best features Mr. Eason’s shop has to offer and brainstorm 5 potential brand names. Pick one name and provide reasoning for why you think it is the best name for Mr. Eason.
2. Create a slogan – Create 5 different slogans that would best represent Mr. Eason’s shop. Once again choose your top slogan and provide an explanation to why you think it is the best choice.
3. Finally you will create a logo for Mr. Eason’s shop

Think about the different points we talked about in class and apply them to your strategy. When you are done will create a PowerPoint and make your presentation to the class. Mr. Eason will choose the winning team at the end of the presentations.