

Olive Garden Sticky Content



Overview

Create a library of sticky content

- Frequency of content
- Types of content
- Measurement of content
- Content concepts



Content Frequency

Recommendation

Place one piece of sticky content in every email,
except coupon emails

Total **10 pieces of content** per window

Refresh content every **12-14 weeks**

Promo Window #4 7 weeks	
Promo Emails	4
Priority Platform/Other Emails	6
Planned Coupon Emails	6
Unplanned Coupon Emails	TBD



Types of Content

Create two types of sticky content

- High frequency evergreen content used weekly
- Low frequency meatier content used sporadically

Note: When possible or logical, connect sticky content with primary or secondary messages of email



Content Measurement Approach

Measure audience engagement over time to capture impact of incorporating evergreen and more robust sticky content

Utilize the following action plan:

- Step 1: Capture benchmark key engagement KPIs before rolling out new content within base promotional communications:
 - Active Audience Growth
 - Total Unique Openers
 - Open Ratios
 - CTO Ratios
 - Overall Program Attrition
- Step 2: Apply a trend line measurement approach for analyzing key engagement KPIs across a 6 month window
- Step 3: Review and evaluate trend line results 6 months after launch



High Frequency Content

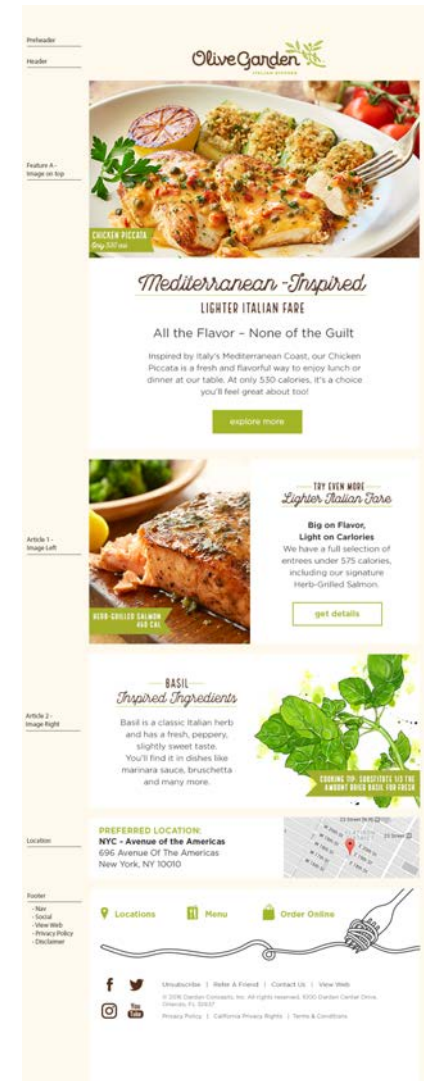


Ingredient Illustrations

- Create clean illustrations of ingredients used in OG dishes and Italian food
- Ex. Basil leaves



http://preview.4at5.net/email_domains/olg/9000/xsample_1.html



Philosophy Statements

- Statements that reflect Italian heritage, family, etc.
- Pinable content look and feel
- Ex. “May your life be full as your plate”



Did you know?

- Fun or interesting fact about Italy or Italian food
- Ex. There are more than 600 pasta shapes produced worldwide



DID YOU KNOW?

There are more than
600 pasta shapes
produced worldwide

Content Concepts

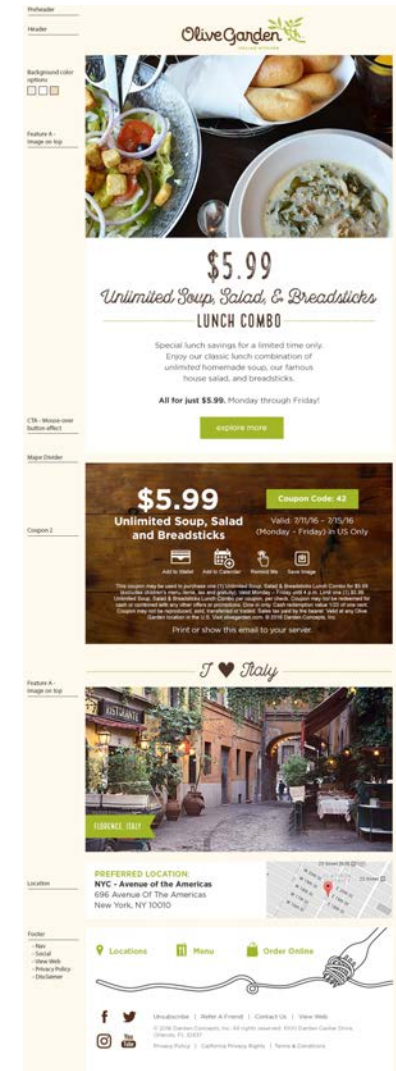
HighFrequency_4

Image Ending

- Beautiful photography of Italy with simple captions



http://preview.4at5.net/email_domains/olg/9000/xsample_2.html



Low Frequency Content



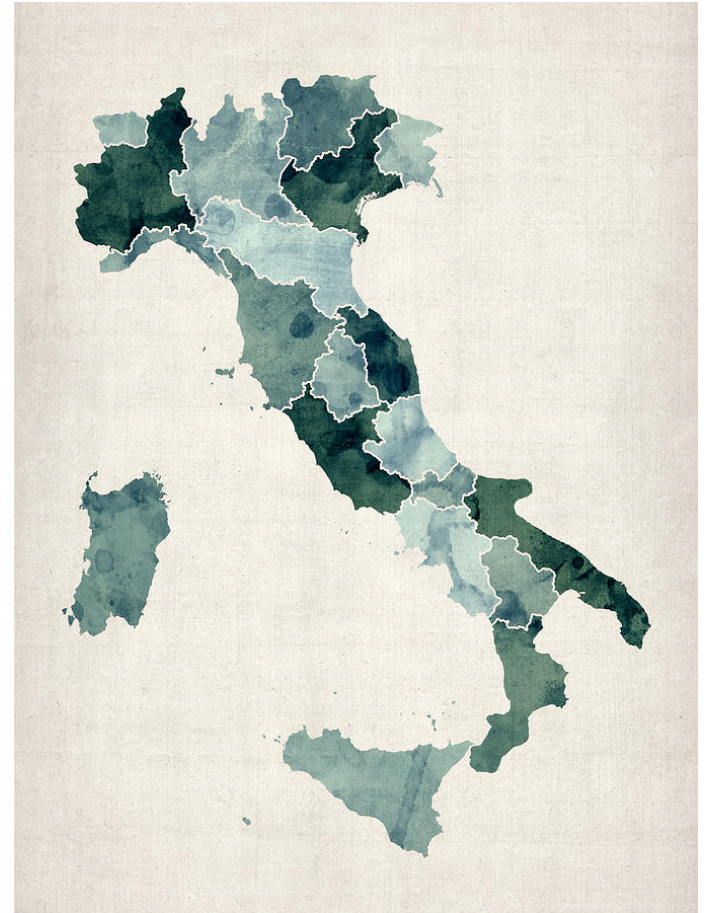
How do you say...

- Pronunciation and definition of Italian words and food
- Ex. Parmigiana:
Italian: pahr-mee-jah-nah
Made or covered with
Parmesan cheese



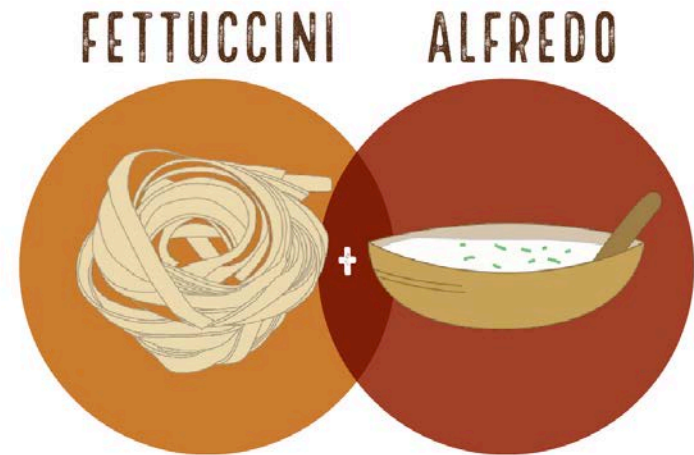
Cuisine Regions of Italy

- There are 20 regions of Italy
- Highlight a favorite dish and indicate on map what region of Italy the dish comes from
- Ex. The pizza we all know and love today was born from the first pizzeria in Naples. A classic pie made of fresh mozzarella, sweet tomatoes and bread.



Perfect Pairings

- Infographic of the best ways to pair pasta and sauce or wine and food
- Ex. Fettuccini + Alfredo
 - Explain why the sauce and noodle go together so well
- Ex. Pinot Grigio + Shrimp Scampi
 - Explain how the flavors of a wine and dish pair so well

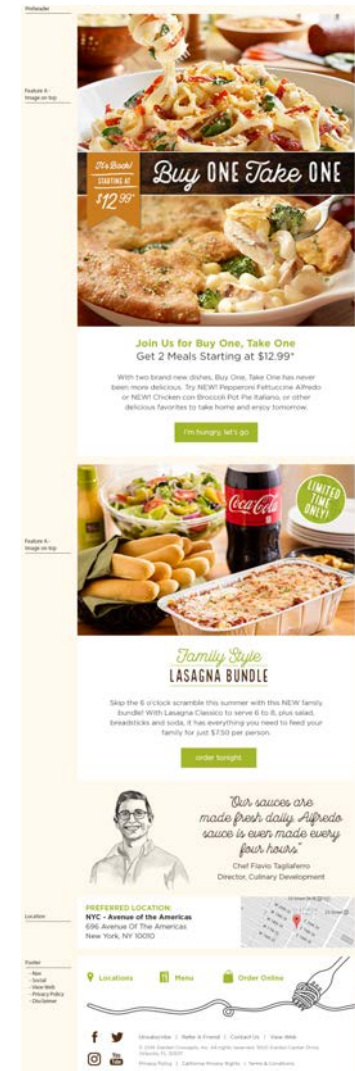


Chef Interviews

- Interview Chefs to gather interesting facts, tips, etc. about OG Italian inspired cuisine



http://preview.4at5.net/email_domains/olg/9000/xsample_3.html



Beverage Feature

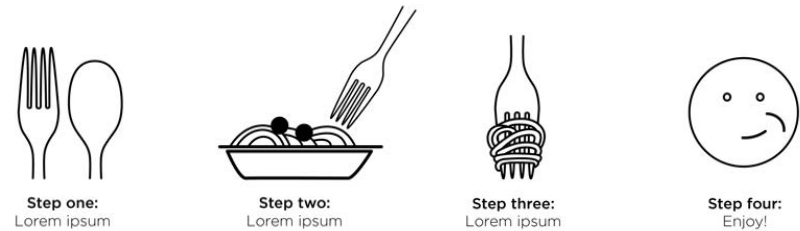
- Feature alcoholic and non-alcoholic beverages with illustrations and highlight flavor profiles or other interesting facts about the beverage, such as pairings, origins, etc.



Dining Tip & How To's

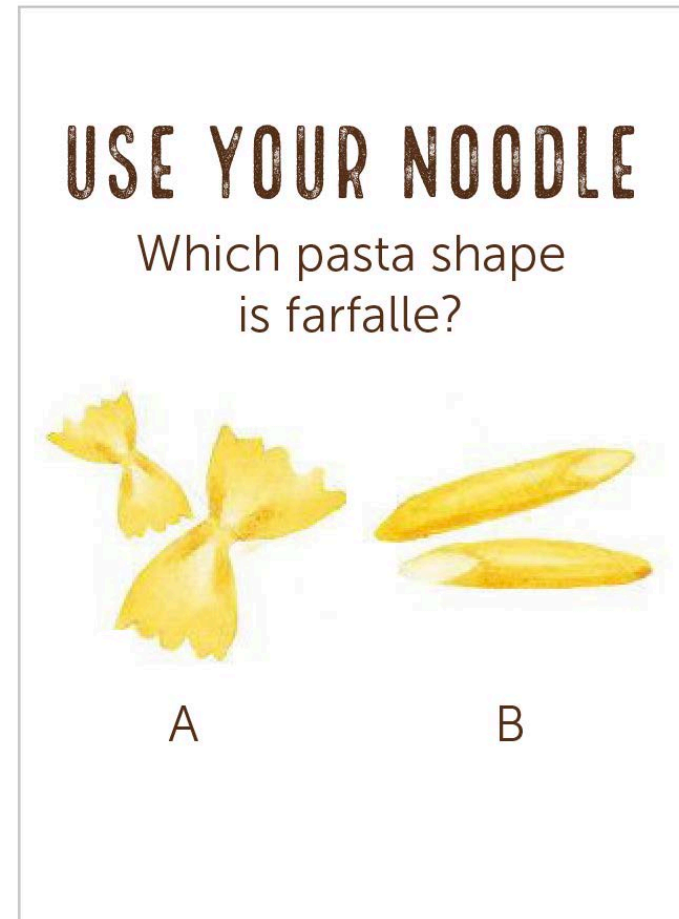
- Create mini tips and how to's with accompanying clean vector art, such as:
 - How To: Twirl your pasta
 - How To: Taste wine like a pro
 - Dining Tip: Use your breadstick to soak up all our fresh made sauce

HOW TO: Twirl your pasta



Use Your Noodle

- Quizzes and polls on all things pasta
- Ex. Which pasta shape is called Farfalle?



Additional Concepts



Content Concepts

Social Media

- Integrate social media with relevant hashtags, instagram photos and engagement CTAs.
- Ex. It's National Pasta Day! Share your pasta bowl with us using #NationalPastaDay #OliveGarden



Content Concepts

Customer Reviews

- Use combination of social media reviews, feedback received by the Guest Relations team or Store Managers to share positive quotes about Olive Garden



Illustrations



Illustration Style

- Quality & craft style
- Black ink line
- Ink wash
- Loose with occasional splatters
- Watercolor
- Authentic

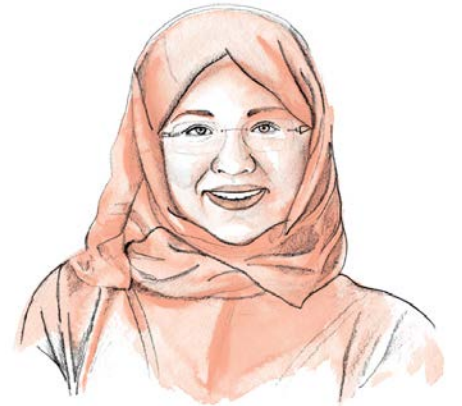


Artists

Lindsay Gilmore

Portland, OR

- <https://dribbble.com/lindsay-gilmore>
- <http://www.lindsaygilmore.com>
- <https://www.instagram.com/lindsaygilmore>



Artists

Sarah Maycock

London, England

- <http://www.handsomefrank.com/illustrators/sarah-maycock/>



Artists

Christina Drejenstam

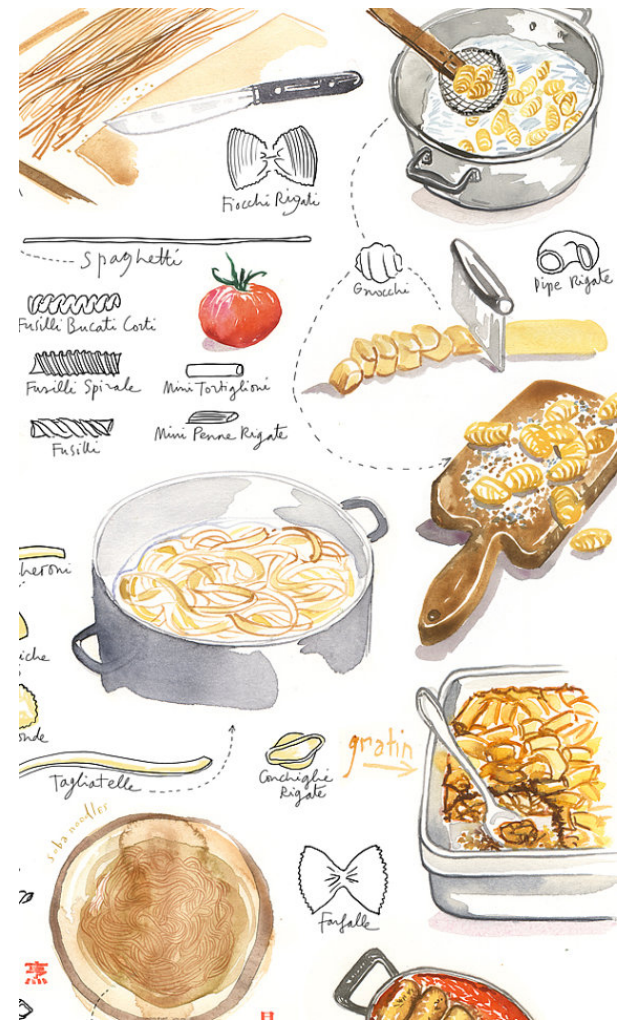
Stockholm, Sweeden

- <http://www.agentmolly.com/artist.jsp?oid=169&ac=13>



Paris, France

-
- Calabrian
CHILE pepper
- Castelvetrano
OLIVES
- shallots
- tomato



Ypsilanti, MI

- https://dribbble.com/lucy_engelman
- <http://www.lucyengelman.com>
- <http://lucyengelman.tumblr.com/archive>



Artists

Emma Dibben

Bristol, England

- <http://www.emmadibben.com/>



Next Steps



Key Dates

- Approve concepts: 9/6
- Present design concepts: 9/30
- Curate, create and design content: 10/3–11/4
- Present content and design: 11/7
- Final approval of library of content: 11/18

