

A hand is pouring beer from a glass bottle into a tulip-shaped glass. The beer is golden and has a thick head of foam. The background is dark, and the lighting is warm, highlighting the glass and the liquid.

SATORI

SANTA TERESA · COSTA RICA

CONTENT STRATEGY & CREATION



Satori's Purpose

Lucas is a real entrepreneur. The first reason why he started a restaurant is a mixture of this entrepreneurial spirit and his desire to put a stamp on a place. He came to Santa Teresa, gained a lot of experience in hospitality, and this grew into him owning two hostels and a sushi bar, which is Satori.

With Satori, Lucas wanted to establish a restaurant that is in touch with nature, with the beach, that's outside but doesn't have that typical beach-style. He wants to create sophisticated, gastronomic experience, surrounded by nature.

The problem that Satori solves, the need that Satori satisfies:

Satori is the only place in Santa Teresa that offers a gastronomic experience combined with nature and entertainment. It's not a sushi restaurant. That's why it calls itself a sushi bar & terrace. At Satori, there's always something extra going on. Small events, parties, special drinks. Satori aims to deliver the full gastronomic experience while being surrounded by nature and still wearing your flip-flops.

How Satori's purpose benefits guests in Santa Teresa:

Thanks to Satori, guests in Santa Teresa can experience delicious, fresh food and drinks in a trendy environment. Santa Teresa has lots of beach bars that boast the typical beach-vibe. The more fancy restaurants in Santa Teresa, don't offer the same 360 experience. They only serve mojitos and caipirinhas or overdo their design. The vibe is also different. Satori creates a relaxed, friendly environment. It's a place where you can drink a beer and dance after you're done with dinner.

Why, what Satori does, is important:

Because Satori offers a unique gastronomic experience in Santa Teresa. Without Satori, the guest has to choose between either expensive, fancy dining, or the beach-bar. With Satori, they don't have to make this decision. They can have it all in 1 and enjoy a great night out.

The final purpose:

To deliver a sophisticated, gastronomic experience while being surrounded by nature

Satori's Values

The values we mainly stand for are:

- High quality sushi with the freshest fish we can find
- The best cocktails and most creative cocktails in town
- A full gastronomic experience. We always want to deliver good food, drinks and entertainment or pleasure in some way - may that be with a DJ, special promos or good music.
- Well-trained staff that can serve you in every way. Our waiters should be able to bring your plates, process the bill, explain the menu, advise you a great drink and more.
- Hygiene, of course. We want our kitchen and restaurant to be clean. Our guests should never feel as if the table is sticky or the food wasn't prepared in a clean kitchen.
- Design: we want Satori to always be up-to-date in terms of design and we always want to have a combination of trendy, modern design with nature. The design should be 'alive'.
- Menu: we want our menu to be innovative and to serve to the general public. We don't want to seclude vegetarians or non-fish eaters or anyone, really. People should always be able to come with their whole group, meaning we always want to offer alternatives.

The values that make Satori different:

The value that make us truly stand apart from the competition are the cocktails. We want to be an innovative cocktail and sushi bar. If you look at Satori in 10 years time, it should be the number 1 place to go for a full gastronomic experience with the best cocktails in Santa Teresa. A place where the bartender crafts your cocktail with love and care like a chef in a star-restaurant prepares the food.

The value that connects us most to our guests:

The high quality of food and drinks, and the gastronomic experience. We think our guests will value these things the most. They are going out and those are the things they are looking for.



Target Audience

Satori's target audience exists out of 2 main groups: international tourists and locals. It could be a backpacker, young American family or local group of friends.

All content that we create should aim to answer the questions our guests may have, remove barriers and motivate them to visit Satori. The content should do this by telling Satori's story and communicating Satori's values and messages in a way that interests our target audience.

So always try to think and ask yourself the question 'does this content work for...' the international tourist or the regular local?

What benefit does the content bring to this audience? Why would they be interested in this post that you are publishing? What does it tell them about Satori?

Product

With what facilities and services do we provide our guests at Satori?

Cocktail bar, dinner, sushi & asian tapas, happy hour, parties, live music, a terrace, outdoor seating, fresh mostly locally sourced products

What experience do we aim to deliver to our guests at Satori?

A 360 sushi and cocktail experience. We want our guests to leave and to say: 'Satori, that's where you go to have a really good cocktail accompanied by delicious asian food/sushi.' We want them to have an experience that feels a little fancy. Sophisticated, in nature, high-quality, they know they will have a good experience. They know the food will be good and the cocktail excellent. And that all in this well-designed environment. Where locals and tourists can meet.

How do our services and facilities help to create this experience?

By offering outdoor seating, live music and in the future cocktail and food experiences. That's where we'd like to go. We want the serving of the food and drinks to become an experience on its own. But right now, it's the quality of the food, the design, the cocktail menu and the events.

What other 'products' could we, at Satori, offer to create this experience?

We could experiment with and improve our cocktails and the presentation of the food. We would like a separate menu for the drinks in the future. Maybe special cocktail nights. We want all food to have its own presentation, its own bowl, plate, et cetera. Because an Asian salad is served in a different bowl as tuna.

Unique Selling Point

What is very typical about Satori?:

We offer a true 360° gastronomic experience in which the customer can expect the best cocktails and highest quality Asian styled food.

We do this by:

- By having a different cocktail menu than all other bars and restaurants in Santa Teresa.
- By using the highest quality products we can find
- In the future: by having a really good, well-trained bartender
- Trained staff: full view of what's going on
- Priority is not to bring the plate or the menu, the one that is in charge knows the overall situation
- Overall well-rounded staff
- We organize events, Thursday, Saturday, Sunday afternoon
- We offer special promotions
- Lunch next year

This is important to us because:

We, at Satori, want to offer people the opportunity to have a complete experience. So when you decide to go out for drinks or food, you have it all in 1 place. Amazing drinks, high-quality food and (new) people.

We currently communicate this USP through:

We are now active on Facebook and Instagram. But we don't really share this 'experience' on the channels yet. We show our food, our drinks, we use Instagram Stories to give an idea of the vibe, but there are no consistent posts communicating the USP.

The USP:

We, Satori, are the only restaurant in Santa Teresa that offers our guests a 360° gastronomic experience through Asian styled food, cocktails and entertainment.

Messages

Who we are and what we do:

We are Satori, a sushi bar in Santa Teresa. When you visit us, you get a 360° gastronomic experience while surrounded by nature.

How we do this:

Sushi, cocktails and entertainment in a bar that is truly alive. Those are our magic ingredients. Our bar is located right in the jungle, with the ocean as our frontyard. The fish is fresh and mainly locally sourced, our cocktail-menu goes beyond your expectations and our DJs and live music will make your night.

Why Satori exists and our motives:

We want you to be able to 'have it all' in 1 place. When you go out, you shouldn't have to choose between good food, delicious cocktails, great service or entertainment. You should be able to have it all in 1 spot. That's what we aim to deliver. At Satori, you will get to enjoy the highest quality cocktails accompanied by delicious sushi or Asian style tapas. A sushi bar where great conversations take place and dancing is allowed.

What makes us different from our competitors:

The all-in-1 experience. At Satori, you don't have to choose. You can wear your flip-flops or your blouse, your cutest dress or comfortable shorts, and still enjoy the best food and drinks in town. And although our menu offers something for everyone and every budget, we never give in on quality.

“What experience should I expect when I come to Satori?”

When you come to Satori, you can expect a great night out. You will be served by well-trained staff. Fresh (sea) food, excellent cocktails and well-selected music. We work hard to make sure you have a tremendous night out.

“What will I remember about you, after my visit to Satori?”

You will remember Satori as the sushi bar in Santa Teresa that served you some of the best cocktails and sushi you ever had, while you were surrounded by nature (the jungle, really) and great people. You will remember how the staff served

you accurately and how the atmosphere that was created allowed you to meet new people, have real conversations and even do a little dance at the end of the night - while sipping on your third cocktail.

Messages:

- At Satori, we bring you a 360° gastronomic experience while you are surrounded by nature.
- Satori creates the highest quality and most creative cocktails in Santa Teresa. Here, your cocktail is crafted with the passion and care of a 5-star-chef.
- Satori creates the best experience for everyone. Our menu serves the something for every person, from cocktails and Asian inspired tapas to the freshest sushi.
- Satori: the best food, cocktails, staff and events in Santa Teresa. Here you don't have to choose. This is your all-in-1 experience.
- Satori is an amazing sushi bar.

Personality

Satori is like a formal friend. He's not an acquaintance. He makes you feel comfortable and welcome. But he knows when to keep his distance.

Satori will always examine the situation to decide how to communicate with a guest. But one thing is certain: Satori never uses swearing words or slang on the work floor. He avoids too popular and informal language.

Satori will always welcome guests with 'bienvenidos' and/or 'buenas noches'. He will also always wish his guests a pleasant further stay at the end of their visit.

Written messages

If Satori is to receive a written message, for example through Facebook, he will reply formal, friendly and quick. Answers are to the point. He would start a message with 'Best [name]', or, in Spanish, 'Hola [name]'. The rest of the message

will be written in a polite, formal matter, with correct grammar.

Satori will always end a message with: 'If you have any other questions, please don't hesitate to ask. We are here to help.' And, if it fits the situation, 'Hope to see you soon'. It could look like this:

In English:

If you have any other questions, please don't hesitate to ask. We are here to help. We hope to see you soon at Satori.

In Spanish:

Si tiene alguna otra pregunta, no dude en consultarme. Estamos aquí para ayudar. Esperamos verlos pronto en Satori/ esperamos verlo/la pronto en Satori.

Asking guests questions

Satori will, of course, ask the guest what he or she would like to drink and eat. This will be

done in a formal and polite way. When the guests are having their meal or when their glasses are empty, Satori will come to check in and ask if there's anything else that could be done. Satori will not ask about a guest's day or their holiday unless the guest actively tries to make a conversation. Satori will also not make any jokes or puns unless the situation is 100% right for this - for example when the guest has become a very, very regular visitor and clearly communicates he or she is open for a joke.

The 5 keywords that perfectly describe Satori are:

- Neat
- Dedicated
- Sociable
- Tasteful
- Genuine

All content should always match these keywords.



Content Creation

Our content creation is based upon The Core and involves 3 types of content. These types are spark, foster and move. Having 3 different categories of content makes it incredibly easy for us to:

- Come up with ideas for our content
- Fit these ideas to the Satori brand message
- Create correlations between these ideas
- And get them to, together, tell our story

Never publish a piece of content just because you want new 'stuff' to appear on our channels. This will only do harm to the Satori brand.

Instead, we look at Satori's core as our starting point. From here we generate concepts for different types of content.

Spark

Through inspiring and entertaining content we spark the fire of excitement. We light up the interest of potential customers/visitors. For those who are already hooked on your brand: it's spark content keeps them satisfied. Spark content nourishes the demand for simple and quick engagement.

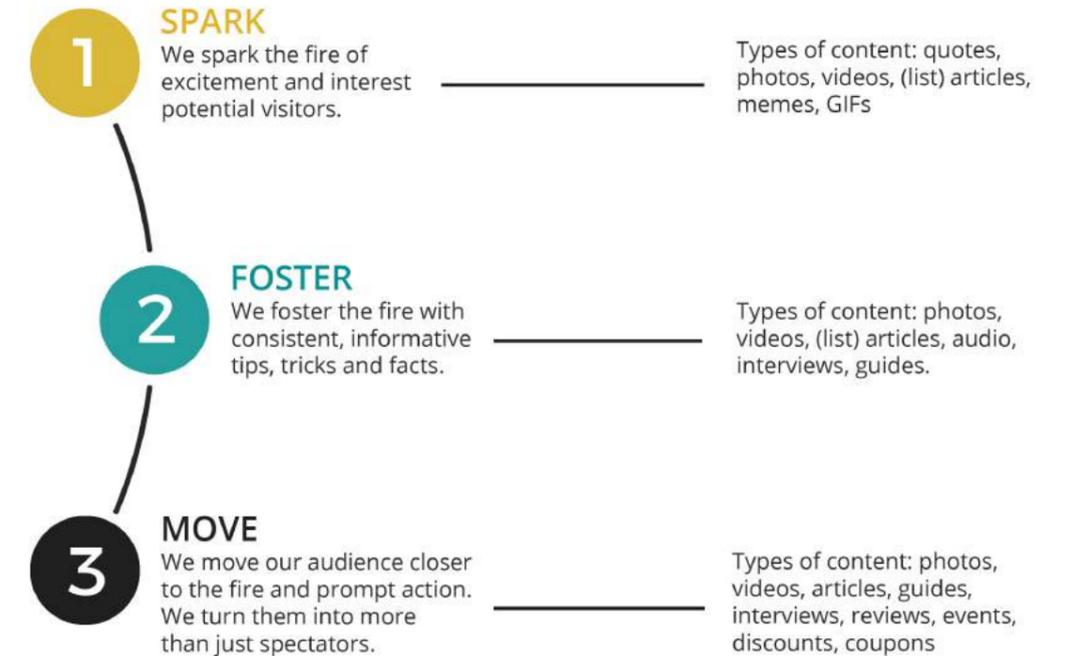
Foster

After the first 'spark', we foster the fire with consistent informative content. We educate our customers and potential visitors, provide them with tips, tricks and facts they are keen to learn about. Foster content turns you into the expert and 'top-of-mind' brand.

Move

Last but not least, we move our audience closer to the fire. Through convincing content we prompt them to become more than just a spectator. We assure them they can reach out their hands, enjoy the warmth of our fire, maybe even burn a marshmallow. Through powerful and credible content we make our audience feel at ease and comfortable, while at the same time stimulating them to undertake action. To make that booking, reserve that table, write that review.

PLEASE MIND: Don't feel limited to the content ideas and forms named in the exercises. Go wild! If you have any other ideas popping up, go with 'em. As long as they fit our brand's core.





SPARK

- Photo**
- Mouth-watering photos of sushi, tapas and drinks
 - Beautiful photos of restaurant interior and exterior
 - Happy customers
 - Show the variety of the menu
- Video**
- Short cocktail making-of videos
 - 10 second sushi videos or GIFs
 - 'All-in-1'-experience videos
- Graphic**
- Shareable quotes
 - Shareable facts
 - Polls: Your Satori Choice (What's your favorite roll, which tapas would you choose, etc.)
- Text**
- 5 Great Cocktail and Sushi Combinations
 - Cocktail of the month (with recipe or tips & tricks)
 - Why you should order a [cocktail name] tonight
 - The best way to spend your night in Santa Teresa

BEFORE POSTING, PLEASE CHECK

- For all content:
- Does this post fit your Satori's messages and personality?
 - Why does the chosen type of content work well for Satori's audience?
 - Which feeling or thought do we want to provoke with this content?
 - Which persona(s) would be likely to engage or be satisfied with this content?
- In case of 'Foster'-content, check:
- Would we be able to create a series of this content? If so, how?
- In case of 'Move'-content, check:
- How does this content motivate Satori's potential client to undertake action?

FOSTER

- Photo**
- Event
 - Working staff
 - Staff recommendations (photo of staff + recommendation as text lay-over)
 - Photos from the kitchen
- Video**
- Sushi making-of (more detailed)
 - After-movies events
- Graphic**
- Answers to FAQ
 - Promote loyalty program
 - Information about Satori
 - Facts about the fish and sushi like origin, history, nutrition
 - Fun facts about cocktails
 - History Satori
 - Purpose, values and messages of Satori (literally)
- Menu**
- Menu item descriptions
 - Menu updates
 - Limited editions menu items
 - Vegetarian or meat friendly options spotlight
 - Poll: let people vote for tonight's special or a new menu item
- Text**
- Newsletter
 - Blog (about Santa Teresa)
 - Recipes
 - Satori Updates
 - The favorite cocktail/sushi/tapas of [name]-serie
- Other**
- Spotify Playlist
 - Satori Challenges
 - Wasabi Challenge
 - 'Hot Roll' Challenge (Extra Spicy Tuna? Eddie Wouldn't Go?)
 - Satori Club
 - Loyalty Program
 - Special discounts or events

MOVE

- Photo**
- Photos with text over-lay that stimulates interaction. For example:
- Tag your sushi-buddy
 - With who are you coming tonight?
 - Sushi Saturday
 - Who owns your sushi?
 - What's your favorite sushi?
 - Tag your sushi partners in crime
 - & other questions
- Video**
- Event promotion clips
 - Compilations
- Graphic**
- Promotional flyers
 - Quotes from reviews
- Text**
- Reviews
 - Share blog posts food and travel bloggers
- Other**
- Spotify Playlist
 - Contest
 - Tag/Like/Respond/Share
 - Create name for new sushi roll
 - Best photo contest
- Influencers**
- Cross-promotions
 - Special discounts
 - Giveaways
 - 'Influencer take-over' of Satori's Instagram Story

Visual Guide

Rules

- The Satori logo can be used either in white or in its original grey color, which is #4C4C4C
- All content should always fit the color palette shown on the next page. Please see the examples to understand how this works with photos.
- All content should be tested to match the SFM model: the questions that are asked at the bottom left of the page should always be asked before scheduling a post.
- The **fonts** used by Satori are Big Noodle Titling for the titles and Lato Light, Italic and Medium for body texts in graphics or videos. If Big Noodle Titling is not available, Norwester should be used.



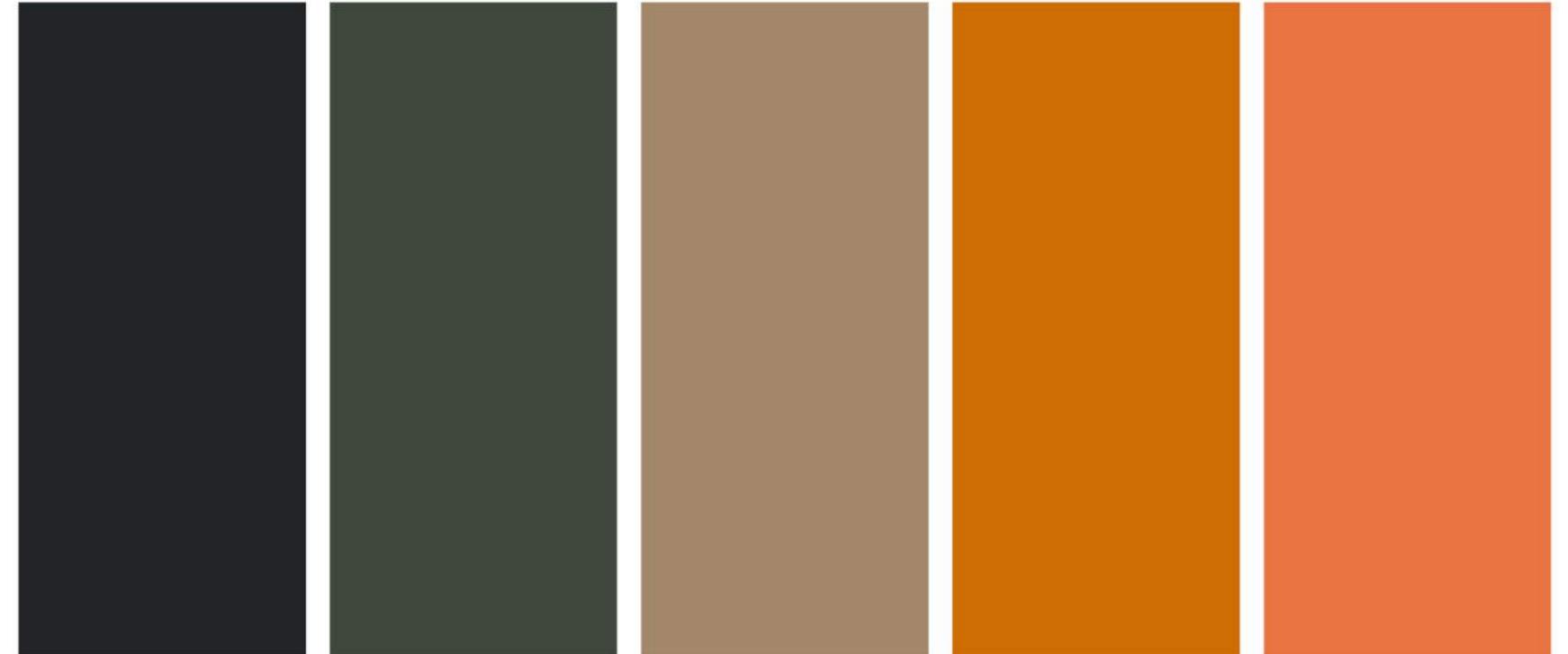
Logo:
 HEX #4C4C4C
 RGB 76 76 76
 CMYK 62, 53, 51, 48

Or #FFFFFF, 100% white. Only in case of dark backgrounds.

BIGNOODLETITLING

OR, IF NOT AVAILABLE, NORWESTER

and body text always in Lato Light, Italic or Medium.



HEX	#222528	HEX	#40473b	HEX	#a3886c	HEX	#cd6d03	HEX	#ea7543
RGB	34 37 40	RGB	64 71 59	RGB	163 136 108	RGB	205 109 3	RGB	234 117 67
HSV	210 15 16	HSV	95 17 28	HSV	31 34 64	HSV	31 99 80	HSV	18 71 92
CMYK	15 8 0 84	CMYK	10 0 17 72	CMYK	0 17 34 36	CMYK	0 47 99 20	CMYK	0 50 71 8

Color Palette



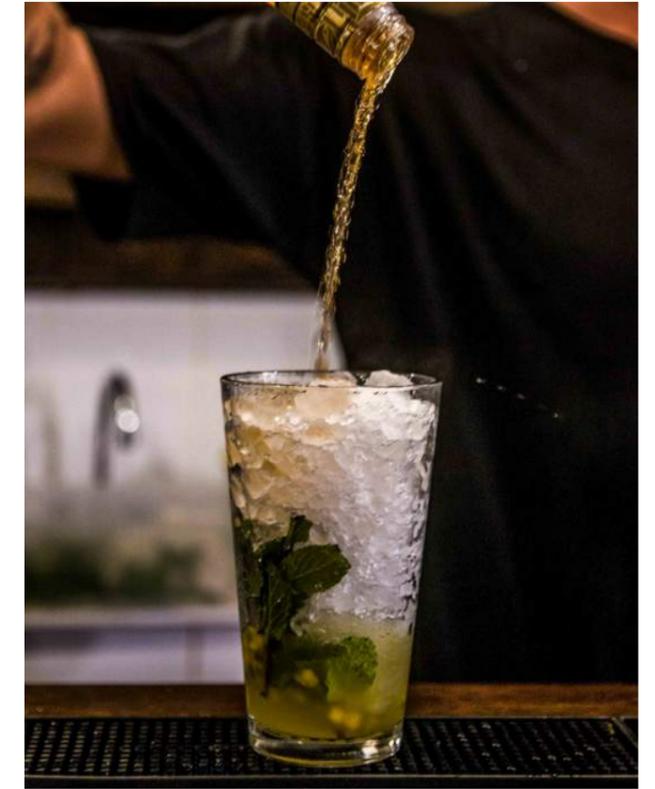
These examples may look a little hectic but are meant to clarify how to use with the color palette.

The rule: there should always be at least 3 colors of the palette in the photo. The overall look and feel should match the palette. **If this is not the case,** you need to photoshop or edit the photo, or decide not to use it!

On the next page two examples of photos that would definitely not match our color palette and therefore cannot be used. These are two extreme examples, but they make the goal of the color palette very clear.

It's unlikely your photos at Satori will turn out in a way where they don't match the color palette at all. But when in doubt, check!

Log in on [canva.com](https://www.canva.com), go to 'Satori Color Palette' and paste your photo into the palette. Export the image as a PNG and check if you could draw at least 3 arrows like on the examples on the left. If so, you can use the photo.



So, this is a no-go:

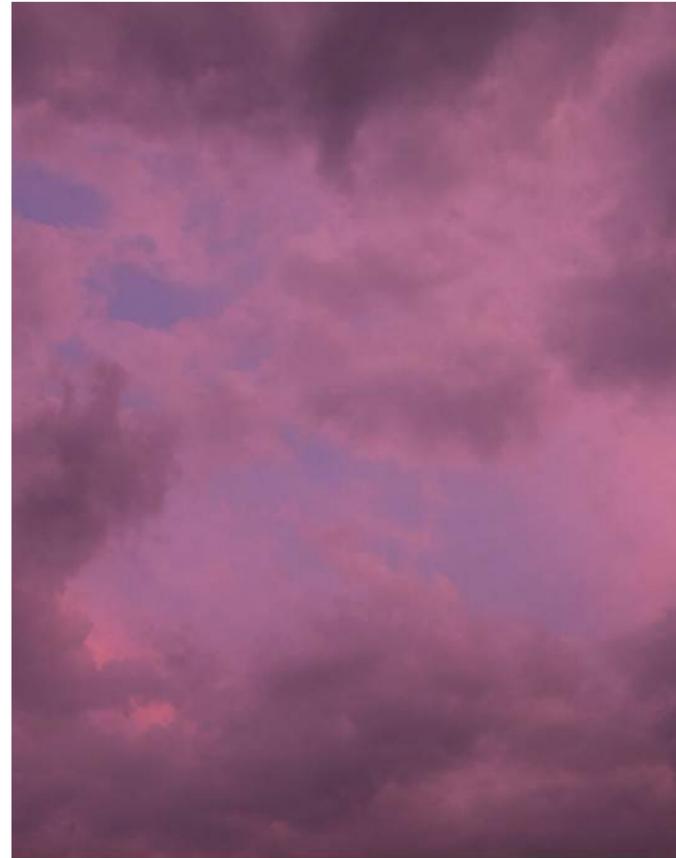


Photo editing

There's more to the photos we use for Satori than just the color palette. We have a visual style that we aim for.

The photos of the food are generally more 'warm-tinted'. They hang more to the **right side** of the color palette. They can be close-ups of the food, pictures taken from above or from people eating. People eating means: chopstick movement. We rather don't share pictures where people are putting the food into their mouths - that often doesn't look appetizing.

Then, the photos of the bar and the rest of the place in general, hang more to the **left side** of the palette. Here you are allowed to add extra light in the editing phase if necessary. You can also crank up the contrast a little. We like the lights in the pictures to be more orange than white (see photo number 9).



5



6



7



11



12



13



8



9



10



14



15



16



