

SATORI

SANTA TERESA · COSTA RICA

PURPOSE

To deliver our guests a sophisticated, gastronomic experience while they are surrounded by nature.

VALUES

The values we mainly stand for are:

- **High quality sushi** with the freshest fish we can find
- The **best 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-rounded, 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.

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.

Therefore content has to be aligned to the buyer personas that can be found on the separate page 'Satori's Guests'.

PRODUCT

Satori's product could be described as: a 360° gastronomic experience in Santa Teresa, through the best sushi, Asian inspired tapas and cocktails.

We create an atmosphere that feels a little fancy. A sophisticated, international vibe, set in nature. With high-quality food and drinks we assure a great experience for our guests.

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.'

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.

At Satori, we offer people the opportunity to have a full, complete experience. So when you, as a guest, decide to go out for drinks or food, you can have it all in 1 place. Amazing drinks, high-quality food, an excellent atmosphere and (new) people.

MESSAGES

The following statements should be known by everyone involved with Satori. These are the messages we want people to know and remember about our sushi bar.

- 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.

The 5 keywords that perfectly describe Satori are:

- Neat
- Dedicated
- Sociable
- Tasteful
- Genuine

All content should always match these keywords.

SATORI

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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