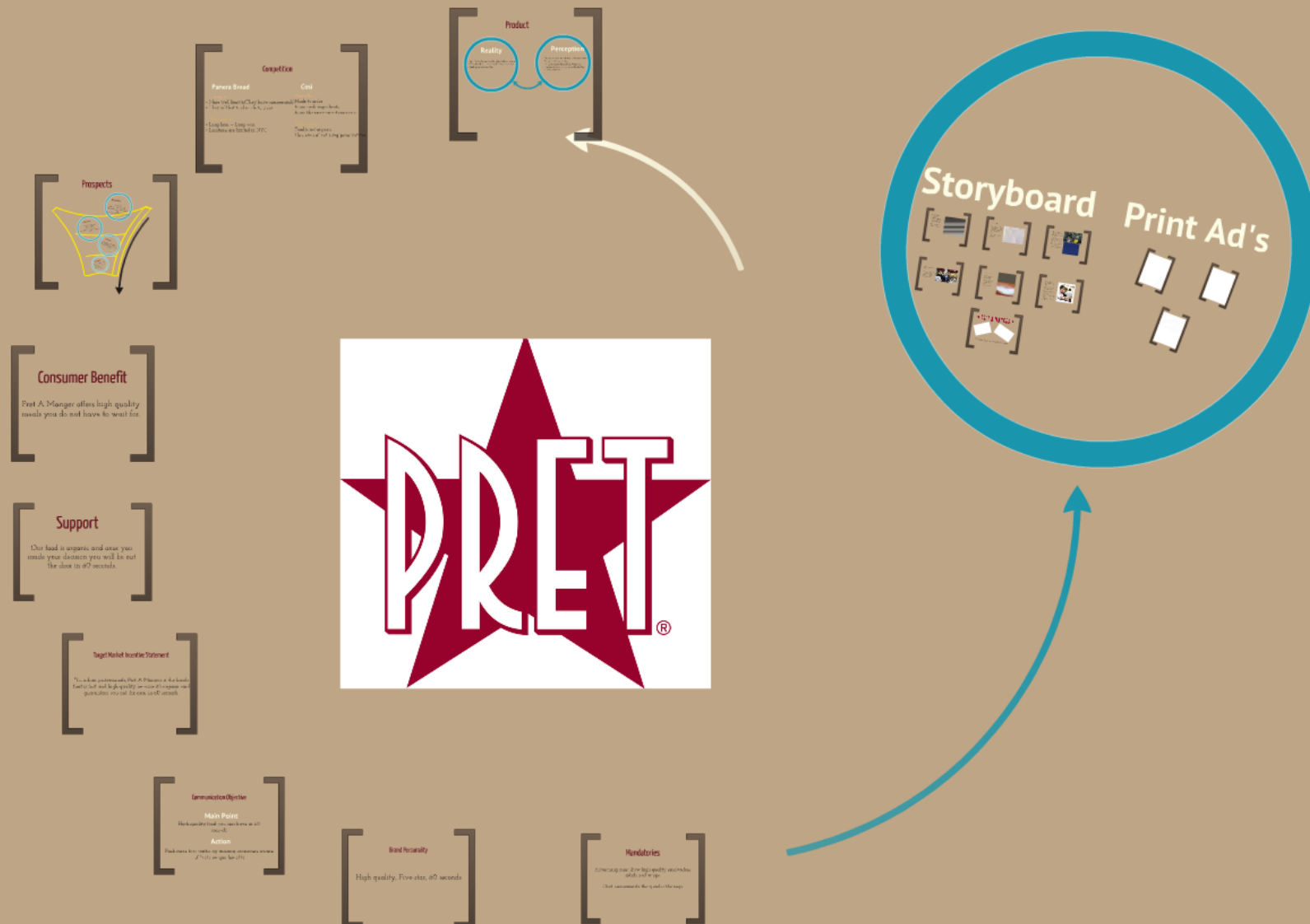
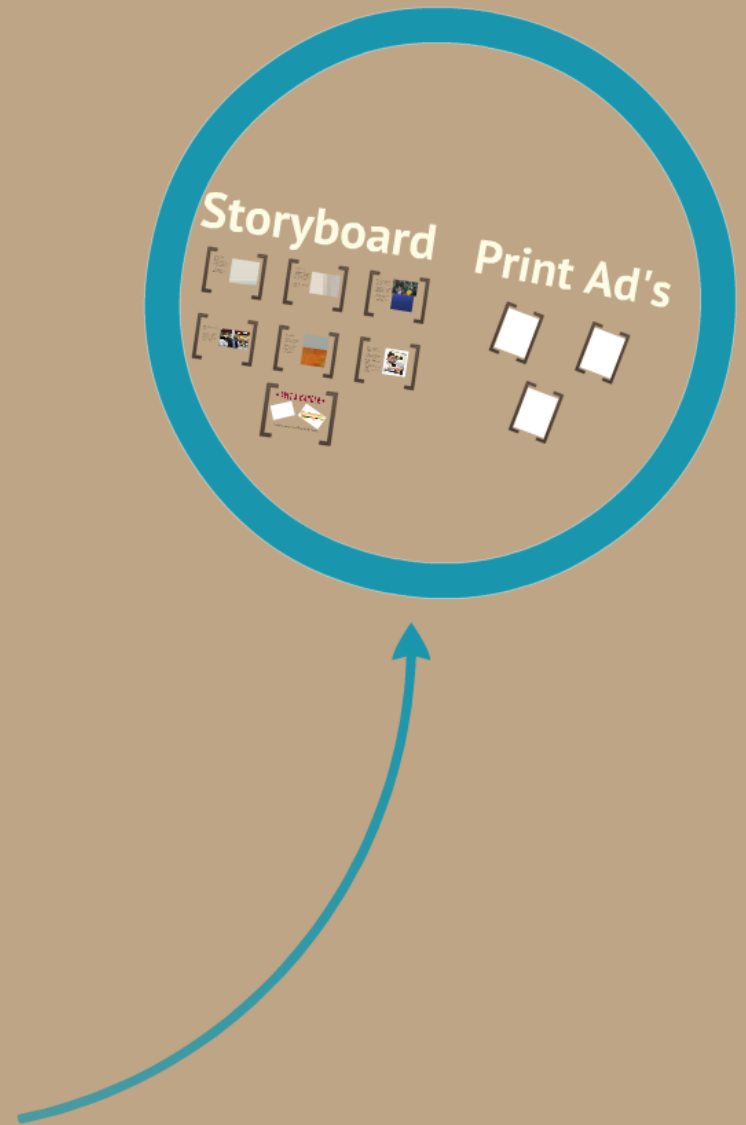
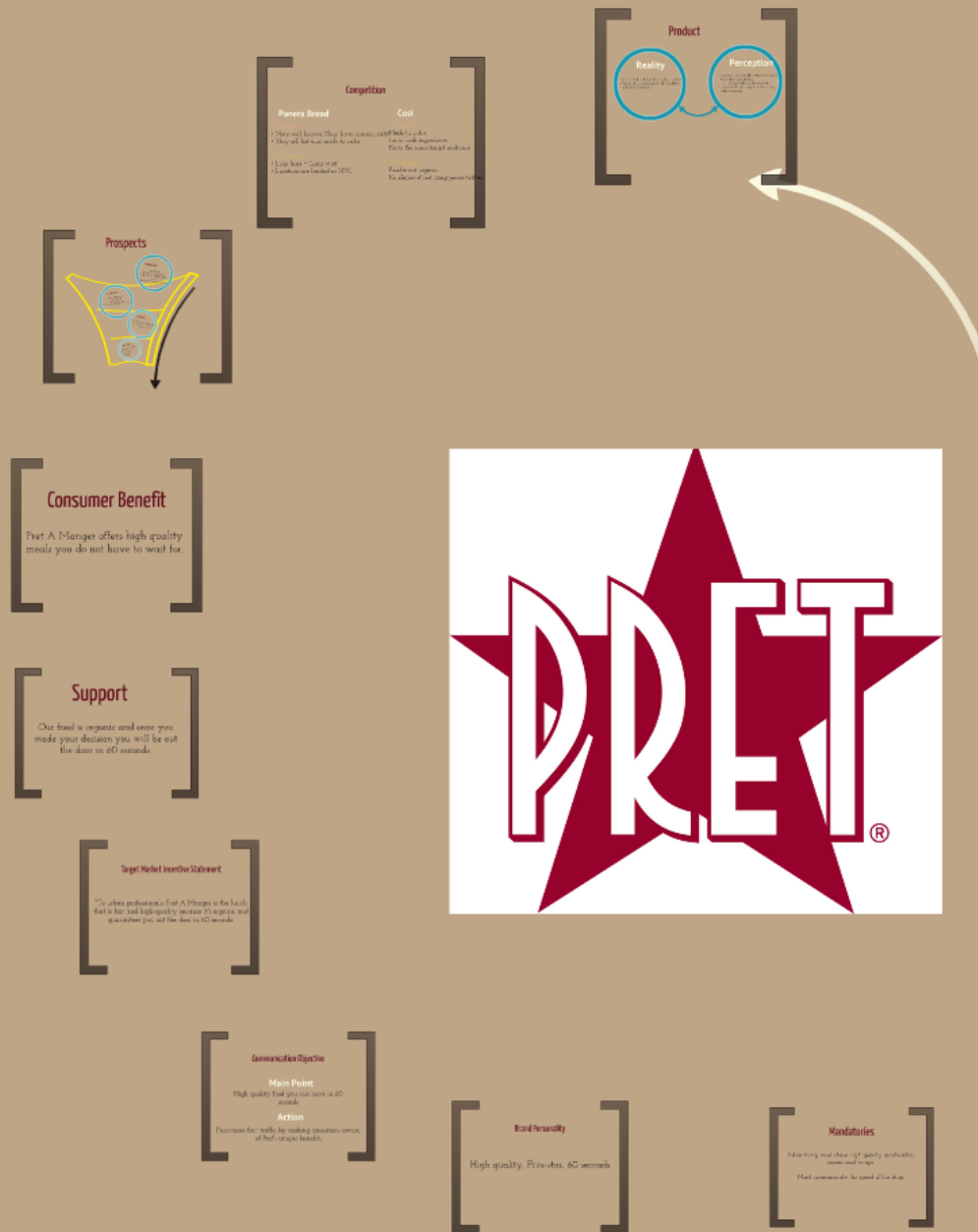


Executive Compensation at Talent Partners





Product

Reality

- Sell Pre-Packaged Sandwiches, Salads, wraps
- High Quality, organic and fresh ingredients
- Grab your food and Go

Perception

- Consumers are not differentiating between Pret and it's Competitors
 - Cusi, Panera Bread, Subway's etc
- Consumers have a vague understanding of Pret's benefits

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Competition

Panera Bread

Strengths

- More well known (They have commercials)
- They sell hot food made to order.

Weaknesses

- Long lines = Long wait
- Locations are limited in NYC

Cosi

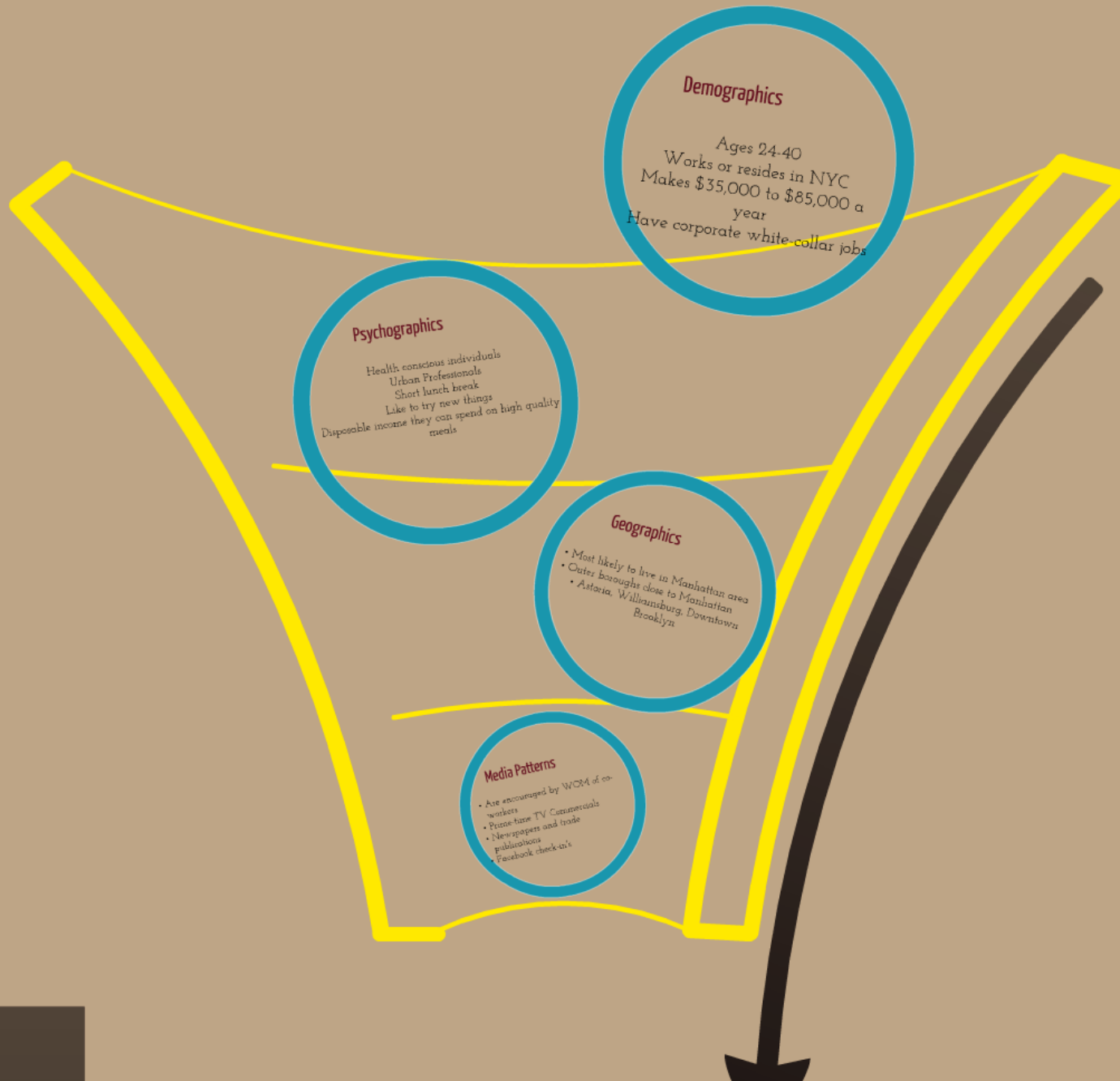
Strengths

- Made to order
- Have fresh ingredients
- Have the same target audience

Weaknesses

- Food is not organic
- No claims of not using preservatives

Prospects



Demographics

Ages 24-40

Works or resides in NYC

Makes \$35,000 to \$85,000 a
year

Have corporate white-collar jobs

Psychographics

Health conscious individuals

Urban Professionals

Short lunch break

Like to try new things

Disposable income they can spend on high quality meals

Geographics

- Most likely to live in Manhattan area
- Outer boroughs close to Manhattan
 - Astoria, Williamsburg, Downtown Brooklyn

Media Patterns

- Are encouraged by WOM of co-workers
- Prime-time TV Commercials
- Newspapers and trade publications
- Facebook check-in's

Consumer Benefit

Pret A Manger offers high quality meals you do not have to wait for.

Support

Our food is organic and once you made your decision you will be out the door in 60 seconds.

Target Market Incentive Statement

"To urban professionals, Pret A Manger is the lunch that is fast and high-quality because it's organic and guarantees you out the door in 60 seconds.

Communication Objective

Main Point

High quality food you can have in 60
seconds

Action

Push more foot traffic by making consumers aware
of Pret's unique benefits

Brand Personality

High quality, Five-star, 60 seconds

Mandatories

Advertising must show high quality sandwiches, salads and wraps.

Must communicate the speed of the shop.

Storyboard Print Ad's



Storyboard

Clock strikes
12:00pm
Everyone gets up
and starts running
towards the door

(Fast-paced music
begins to play)



12:00PM LUNCH RUSH

(Music stops)

Last man in the office
slowly stretches and
gets up and heads out
the door at a slow
pace.

Man: "What's the
problem?"



THOSE FOOLS!

As the man is walking around
to get some lunch he is observing
the crowded streets of
Manhattan and the lunch lines
cut the door.

He glides down the streets while
the people around him seem
frustrated, tapping their feet and
impatient.

(Background noise: Loud NYC
streets, horns honking)

Holding stand man: "Holidays
and warm Pretzels"



NYC'S CROWDED STREETS

He finally arrives to
Pret.

People are rushing
out of Pret with
happy faces and
lunch in hand.



JACKPOT!

He walks in.

A full view of the
shop is shown.

Shots of the food
items (Organic,
fresh, no
preservatives)



PRET'S QUALITY FOOD

Grabs his lunch and
walks straight to the
register.

No line and a happy
smiling employee.

Employee: "Will that be
all sir?"
Man: "Yes, mam"
Employee: "That will be
\$8.99"
"Thank You and have a
great day"



OUT OF HERE!

Clock strikes
12:00pm
Everyone gets up
and starts running
towards the door

(Fast-paced music
begins to play)



12:00PM LUNCH RUSH

(Music stops)

Last man in the office slowly stretches and gets up and heads out the door at a slow pace.

Man: "What's there problem?"



THOSE FOOLS!

As the man is walking around to get some lunch he is observing the crowded streets of Manhattan and the lunch lines out the door.

He glides down the streets while the people around him seem frustrated, tapping their feet and impatient.

(Background noise: Loud NYC streets, horns honking)

Hotdog stand man: "Hotdogs and warm Pretzels"



NYC'S CROWDED STREETS

He finally arrives to Pret.

People are rushing out of Pret with happy faces and lunch in hand.



JACKPOT!

He walks in.

A full view of the shop is shown.

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OUT OF HERE!

★ PRET A MANGER ★



Five-Star lunch, In a New York Minute

Print Ad's





5 Star lunch, in a New York minute.



find a location near you at
pret.com/us



5 Star lunch, in a New York minute.



find a location near you at
pret.com/us



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