

HOW TO HOT POT

A PR and Branding Campaign



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OVERVIEW

What is Blah Blah Hot Pot?

CHALLENGE & SOLUTION

Challenge: Hot pot is an Asian communal dining experience gaining popularity across America, but restaurants offer few resources to help customers navigate it. Those trying hot pot for the first time can find it overwhelming and intimidating.

Solution: Blah Blah Hot Pot is the solution to the hot pot learning curve. Its purpose is to make Korean hot pot accessible to more people through a guided, educational customer experience.

Mission: be the best communal dining experience by emphasizing cooking education.

Vision: make cooking accessible to all people, and bring the world together through food.



TARGET AUDIENCE

- **Age:** 25-35
- **Gender:** mainly women
- **Income:** \$50,000+
- **Location:** Salt Lake City, Utah - the county's youngest city
- **Pain Point 1:** wanting to socialize and get out of the house more - they want a reason to leave home
- **Pain Point 2:** wanting to try new food experiences, like hot pot, but they don't know where to start because it's almost too customizable
- 73% of Gen Z and Millennials prioritize experiences over goods
- Top reasons Americans like eating out: atmosphere (66%) and socializing (52%)

Blah Blah is for people who are social, adventurous, travellers, or concerned about social media-worthy outings.



BRANDING

What does Blah Blah look and sound like?

BRAND VOICE

Blah Blah is for social, outgoing people who want to try new experiences, so the brand voice matches this target audience and their personalities.

CONVERSATIONAL

Relatable and connected with the Gen Z/Millennial target audience.

BOLD

Out there and unafraid to connect with people.

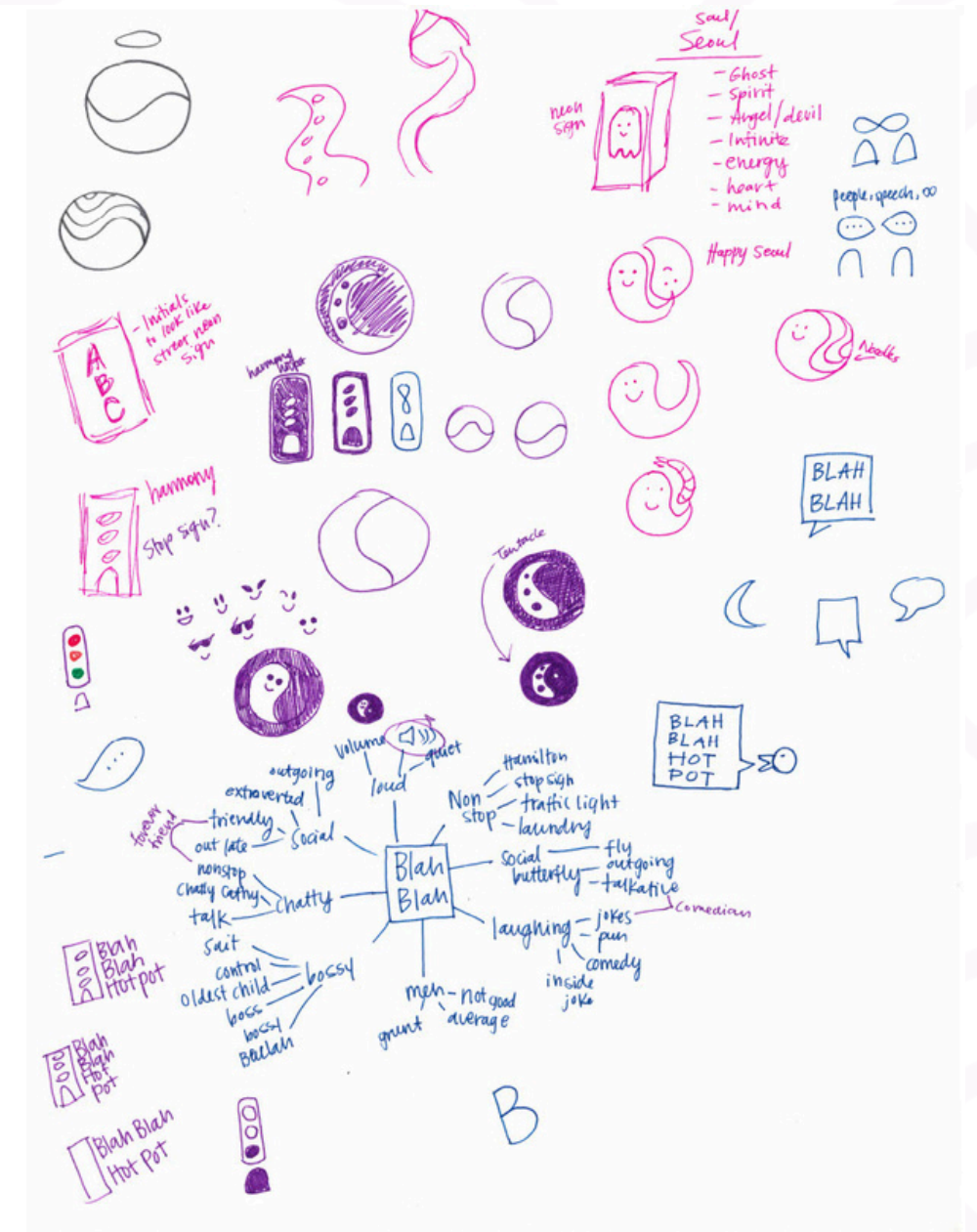
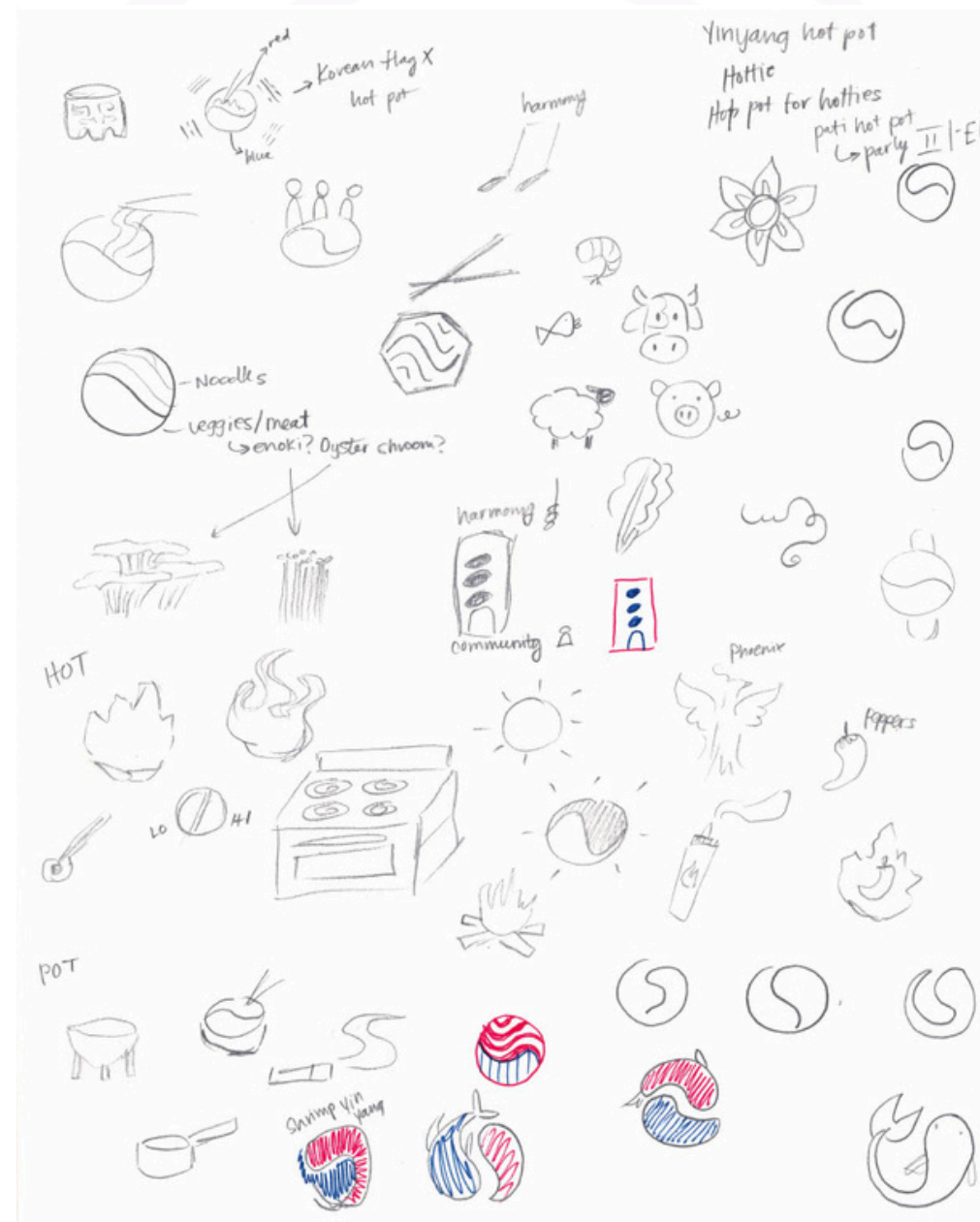
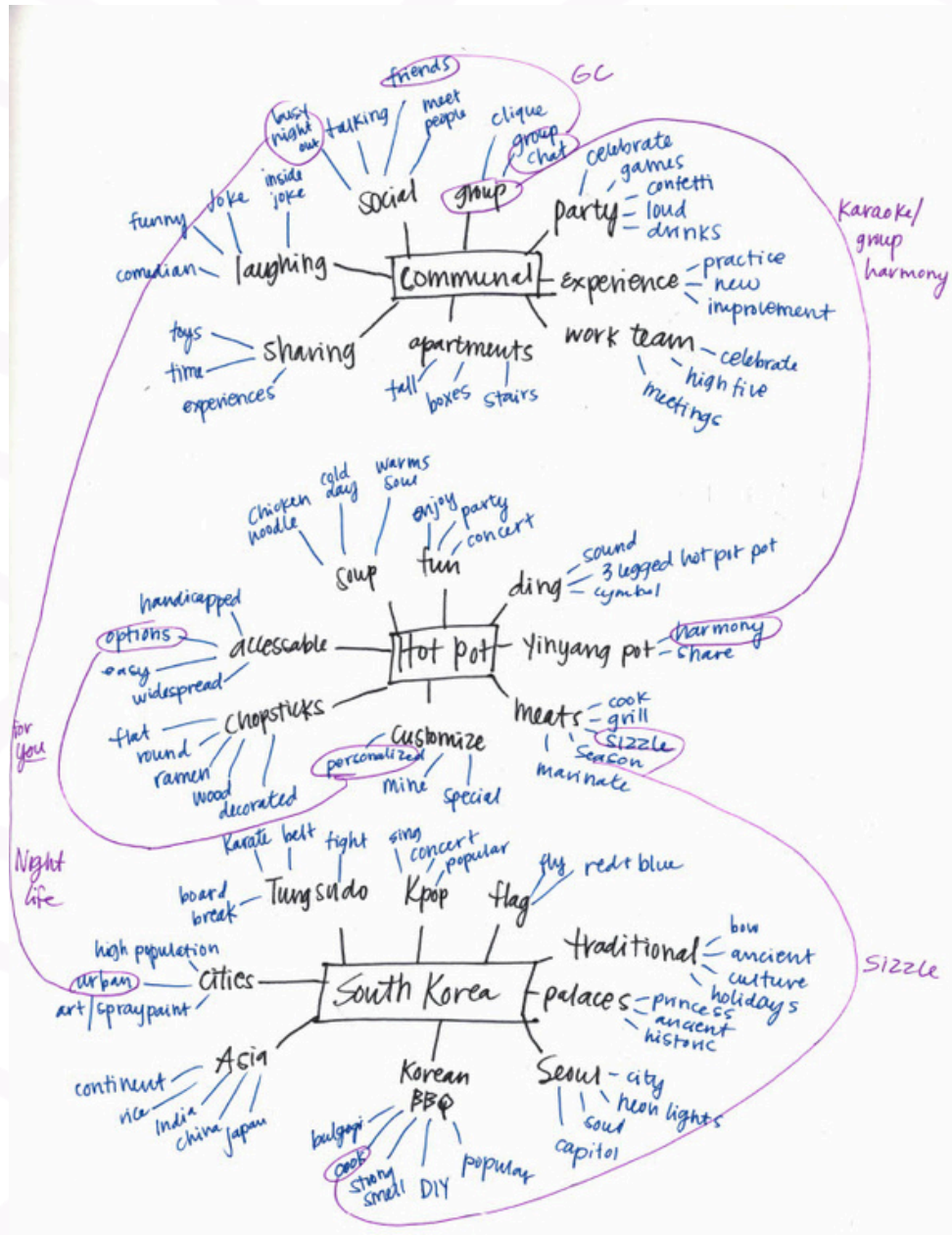
SIMPLE

Clear instructions and a direct voice in hot pot education messaging.



LOGO ITERATIONS

Capturing Blah Blah in one icon required lots of brainstorming and sketching.





Main Logo



Alt. Logo 1



Alt. Logo 2

Speech bubble
to represent the
highly social
target audience



Handwritten
font to mimic
traditional
Korean brush
calligraphy

COLORS

To determine a color palette, I created a moodboard of different restaurants that matched the theme and energy I envisioned. I pictured a dark restaurant lit by neon lights with a karaoke booth and bar.

These 4 colors capture the essence of Blah Blah - fun and bold.



Branding

DEEP OCEAN #120a35
BLAH BLAH BLUE #4b7ea9
SEOUL MATE #d8bddb
HOT (POT) PINK #b53467
STEAM CLOUD #ffffff

TYPOGRAPHY

These fonts are bold and highly readable – appropriate for a tablet menu.

BALOO

Headers and titles

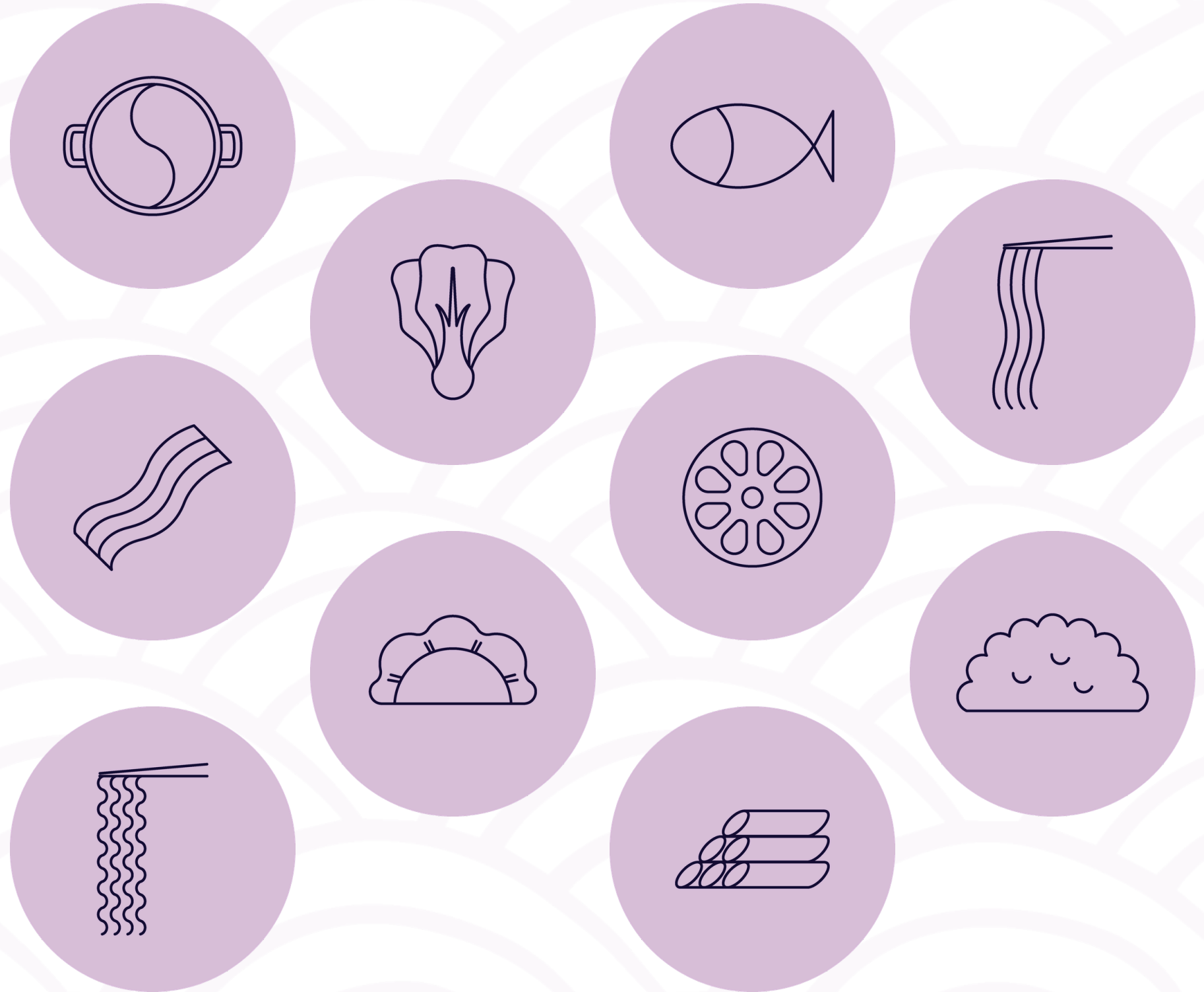
Louis George Cafe

Body copy



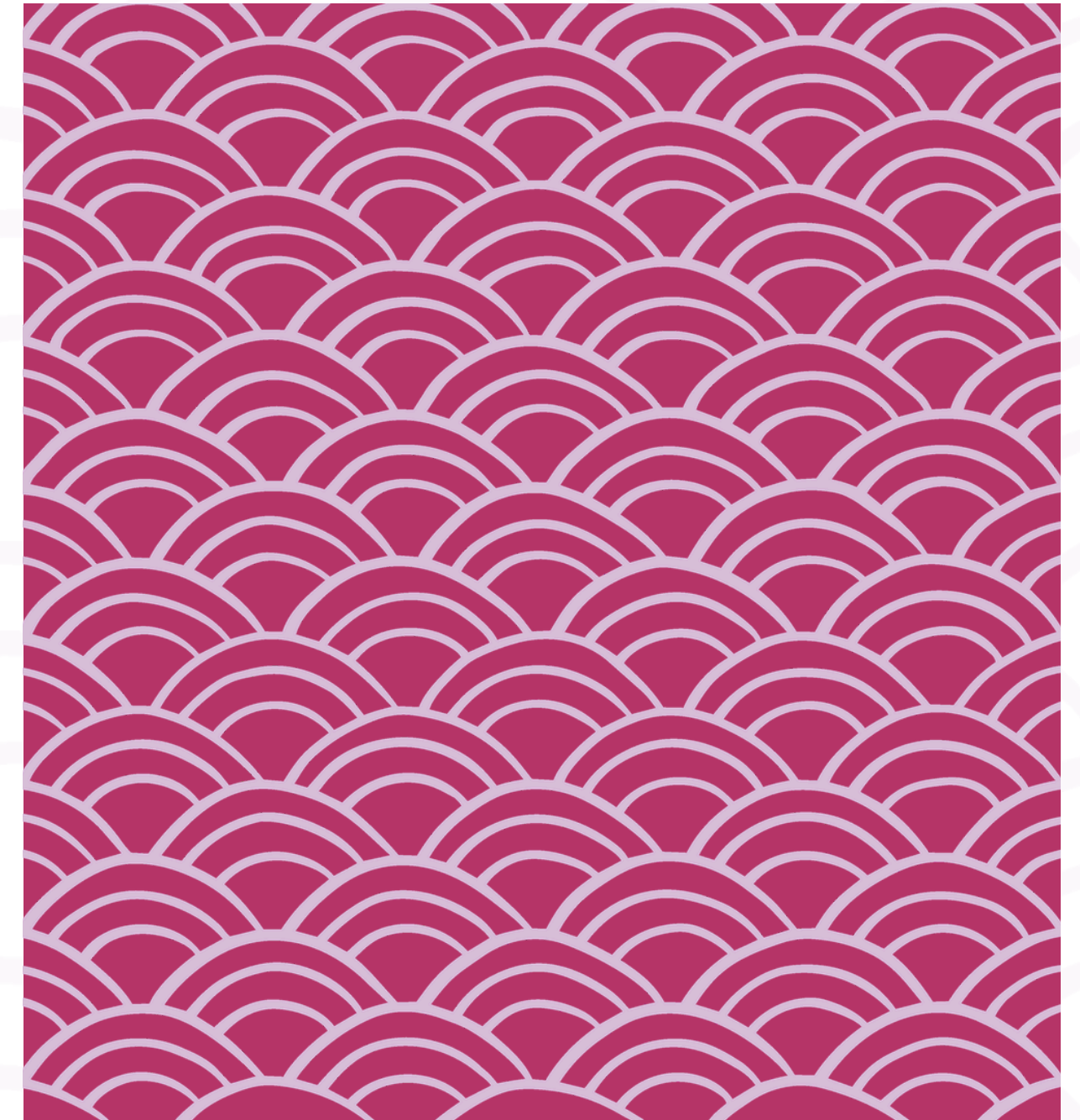
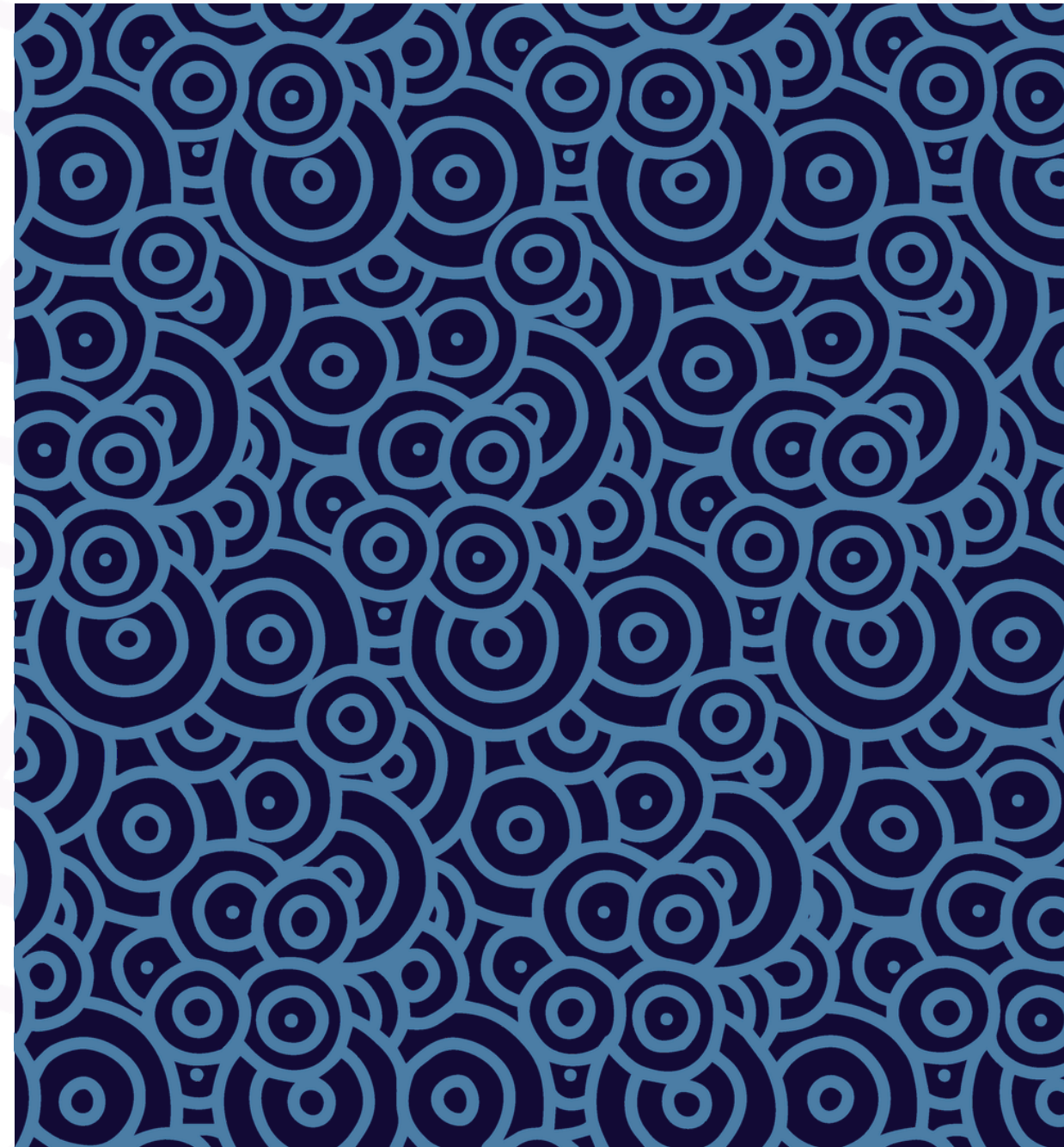
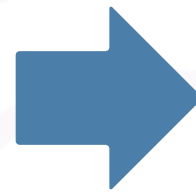
ICONS

Icons are used for the menu and uniform.
The icon style is simple, clear, and easy to recognize - matching the brand voice.



PATTERNS

Traditional Korean art and architecture use lots of patterns and motifs. My patterns have similar shapes and are used on multiple items in the restaurant.



RESTAURANT EXPERIENCE

How does Blah Blah operate and accomplish its goals?

EXPERIENCE LIST

To address the hot pot learning curve, the restaurant experience needs to be considered first. Each step of the customer experience, from entering to exiting, was considered and detailed.

For new customers, waiters will offer to do a short hot pot demonstration. This includes cooking meats or vegetables and letting the customer try the food to see if they like it. This furthers the goal of cooking education.



In-Restaurant Experience

Process from Entry to Exit

- Customers can create a reservation online or walk in and make a reservation/check wait time
- Customers enter and are greeted by a host/hostess
- The hostess will bring the party to an available table and pass out utensils. They mention their server will be helping them soon
- Server comes to the table, asks if it's anyone's first time/if anyone wants a demonstration. Demonstrations will be given after the drinks are brought back.
 - If yes, explain how hot pot works and go over the menu tablet (See "Menu Experience")
 - The server will also offer to demonstrate how it works using a portable hot pot table and 3 kinds of thinly sliced meat/tofu. They will offer to share it with anyone who would like to try the food.
 - If no, the server welcomes them back and reminds them that they use the tablet to order. The server is there for help and to answer questions as needed, but they will mostly just bring food out to the table as it's ordered and give recommendations.
- Server reminds customers that this is all you can eat
- Server takes drink orders and answers questions. Server mentions that when they come back, they will help customers order their soup base.
- Customers browse the menu and chat.
- Server brings drinks, takes orders for soup bases
- Server brings back soup bases and explains how the table stovetop works.
- At this point, the server is available when flagged down or when bringing more food to the table.
- Server checks throughout the meal and monitors the customer's drink levels
- Once customers are ready to leave, they use the tablet to pay and leave a tip. The server will then clear the table after customers leave.

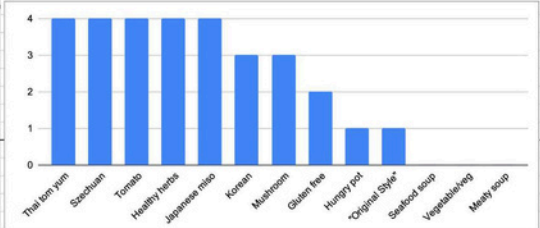
Menu Experience

- Customers start with a soup base, which the server will help them order in the beginning
- Customers can add items to their "cart" - the bring to table button. They can choose the quantity of items and then have them brought to the table
- If customers are unsure about cooking times for certain items, they will find the item on the menu and click the timer button. The cook time is listed, but the timer button will

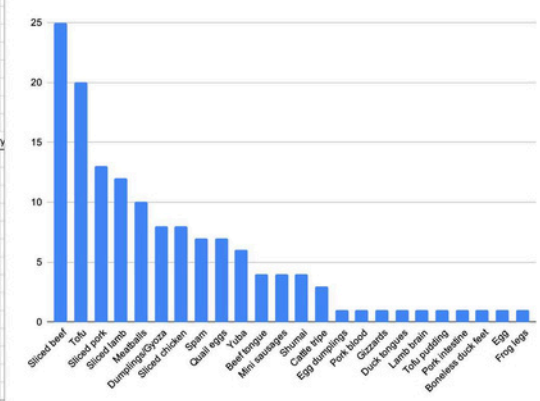
MENU RESEARCH

I researched hot pot menus, blogs, and online forums to find the most popular ingredients and their average cooking times.

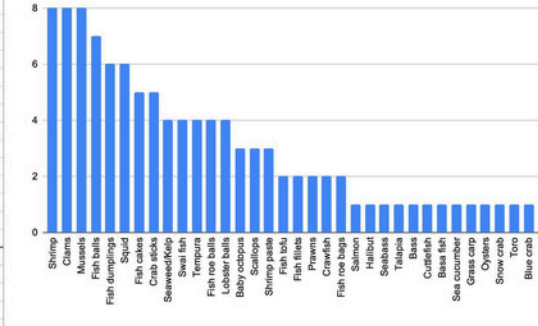
Category	Ingredient	Mentions	Details	Cooking Time	Notes
Broths	Thai tom yum	4			*Suggest bases b
	Szechuan spicy	4			
	Tomato	4			
	Healthy herbs	4			
	Japanese miso	4			
	Korean seafood tofu	3			
	Mushroom	3			
	Gluten free	2			
	Hungry pot special soup	1			
	"Original Style"	1			
Seafood soup	0	My ideas			
Vegetable/vegan soup	0	My ideas			
Meaty soup	0	My ideas			



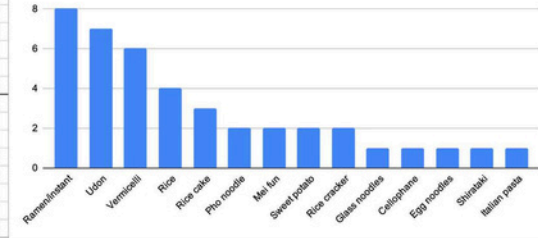
Category	Ingredient	Mentions	Details	Cooking Time	Notes
Meats/Soybean	Sliced beef	25	Thinly sliced, ribs 15 sec		
	Tofu	20	Puffs, frozen, sof fresh/fried: 30 s		
	Sliced pork	13	Thinly sliced, por 15 sec		
	Sliced lamb	12	15 sec		
	Meatballs	10	Fish, beef, shrimp 5-10 min, done v		
	Dumplings/Gyoza	8			
	Sliced chicken	8			
	Spam	7			
	Quail eggs	7			
	Yuba	6	Dried tofu skin 30 sec - 1 min	Fold accordion sty	
	Beef tongue	4			
	Mini sausages	4			
	Shumai	4	Similar to gyoza		
	Cattle tripe	3	Stomach		
	Egg dumplings	1			
	Pork blood	1			
	Gizzards	1	1 Bird *second stor		
	Duck tongues	1			
Lamb brain	1				
Tofu pudding	1				
Pork intestine	1				
Boneless duck feet	1				
Egg	1				
Frog legs	1				



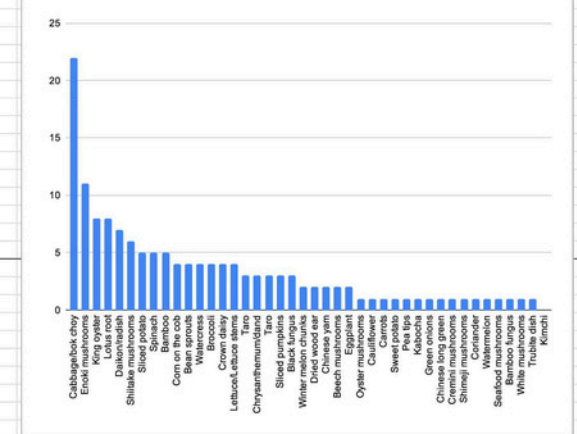
Category	Ingredient	Mentions	Details
Seafood	Shrimp	8	3-5 min, until opaque
	Clams	8	
	Mussels	8	
	Fish balls	7	
	Fish dumplings	6	Shrimp
	Squid	6	
	Fish cakes	5	Just warm up
	Crab sticks	5	
	Scorched/Kelp knots	4	
	Swai fish	4	
	Tempura	4	
	Fish roe balls	4	
	Lobster balls	4	
	Baby octopus	3	1-2 min until opaque
	Scallops	3	
	Shrimp paste	3	
	Fish tofu	2	
	Fish fillets	2	1-2 min until opaque
	Prawns	2	
	Crawfish	2	
Fish roe bags	2		
Salmon	1		
Halibut	1		
Seabass	1		
Talapia	1		
Bass	1		
Cuttletfish	1		
Basa fish	1		
Sea cucumber stomach wall	1		
Grass carp	1		
Oysters	1		
Snow crab	1		
Toro	1	Tuna	
Blue crab	1		



Category	Ingredient	Mentions	Details
Noodles/Rice	Ramen/instant noodles	8	3 min
	Udon	7	1 min
	Vermicelli	6	Similar to glass n
	Rice	4	
	Rice cake	3	1-2 min
	Pho noodle	2	5 min
	Mei fun	2	
	Sweet potato noodle	2	5 min
	Rice cracker	2	Noodles or slices
	Glass noodles	1	5 min
	Cellophane noodles	1	5 min
	Egg noodles	1	5-8 min
	Shirataki noodles	1	5 min (until hot)
Italian pasta	1		



Category	Ingredient	Mentions	Details
Vegetables	Cabbage/bok choy	22	Napa cabbage 1 min
	Enoki mushrooms	11	5 min
	King oyster mushrooms	8	5 min
	Lotus root	8	
	Daiikon/radish	7	
	Shitake mushrooms	6	5 min
	Sliced potato	5	
	Spinach	5	1 min
	Bamboo	5	
	Corn on the cob	4	6 min
	Bean sprouts	4	
	Watercress	4	
	Broccoli	4	
	Crown daisy	4	
	Lettuce/Lettuce stems	4	1 min
	Taro	3	Similar to a potat
	Chrysanthemum/dandelion	3	
	Taro	3	
	Sliced pumpkins	3	
	Black fungus	3	
	Winter melon chunks	3	
	Dried wood ear mushrooms	2	5 min
	Chinese yam	2	
	Beech mushrooms	2	5 min
	Eggplant	2	
	Oyster mushrooms	1	5 min
	Cauliflower	1	
	Carrots	1	
	Sweet potato	1	
	Poa tips	1	
	Kabocha	1	Similar to napa c 1 min
	Green onions	1	
	Chinese long green beans	1	
	Cremini mushrooms	1	5 min
	Shimeji mushrooms	1	5 min
	Coriander	1	
	Watermelon	1	
	Seafood mushrooms	1	5 min
	Bamboo fungus	1	
	White mushrooms	1	5 min
Truffle dish	1	Dried vegetables	
Kimchi	0		



MENU

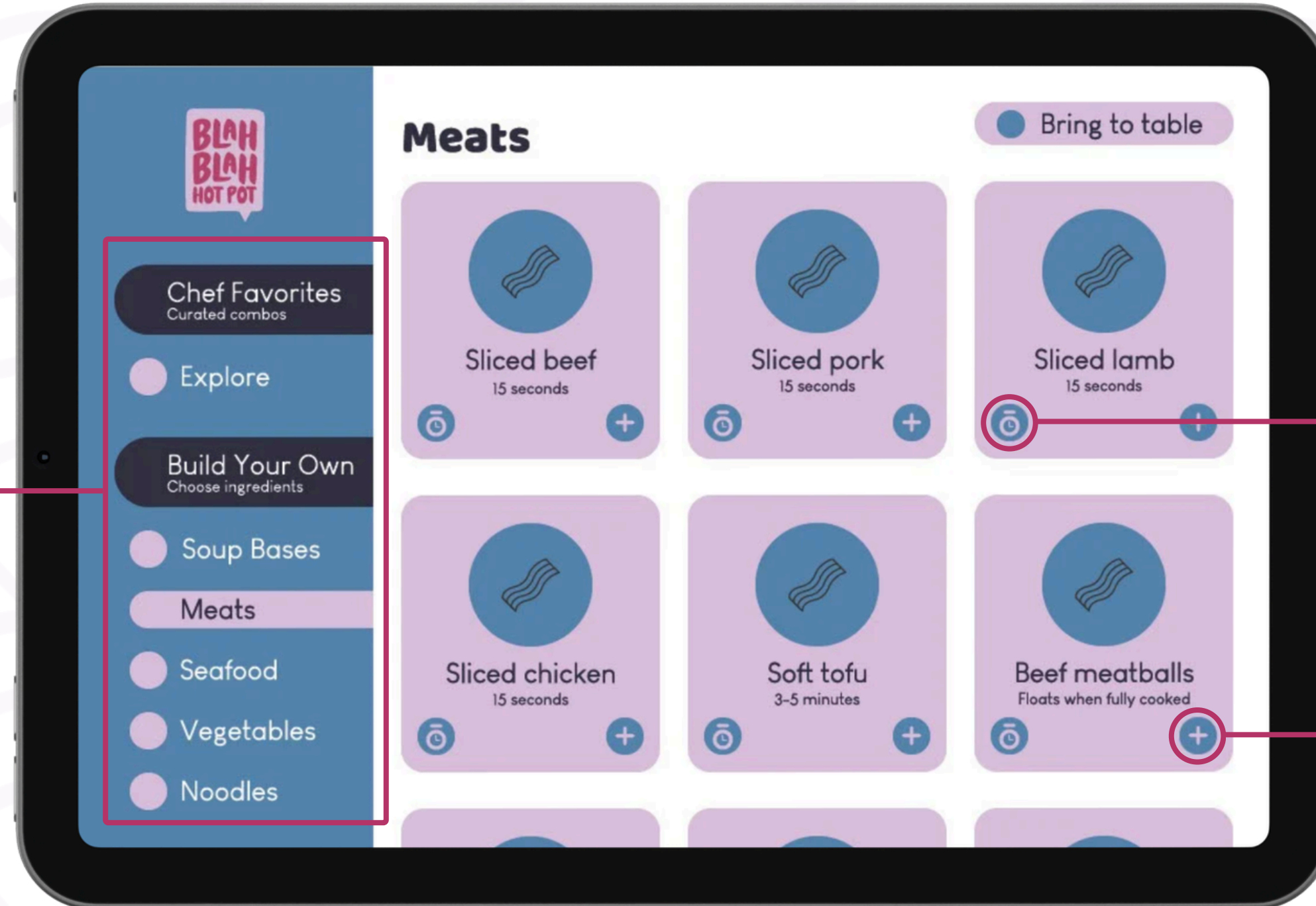
A tablet menu creates the smoothest customer experience - no need to flag down a waiter during this all-you-can-eat dining experience.

But what if someone doesn't know what to order? The Chef Favorites page has six pre-portioned ingredient combinations.

Overall, this menu design lets customers focus on the hot pot experience rather than getting stuck on the food.



MENU



Simple navigation sidebar

Starts a timer that flashes when finished

Adds item to cart



BLAH BLAH HOT POT

Chef Favorites
Curated combos

Explore

Build Your Own
Choose ingredients

- Soup Bases
- Meats
- Seafood
- Vegetables
- Noodles

Chef Favorites Bring to table

Ocean Treasure Briny and fresh	Dragon Breath Spicy and bold	Thai Citrus Kick Tangy and aromatic
Tomato Garden Sweet and hearty	Zen Garden Light and earthy	Miso Classic Savory and comforting

BLAH BLAH HOT POT

Chef Favorites
Curated combos

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Choose ingredients

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Soup Bases Bring to table

Thai tom yum Sour and spicy	Szechuan spicy Fiery and flavorful	Tomato base Sweet and creamy
Healthy herbs Light and fresh	Japanese miso Savory and nutty	Seafood base Briny and rich

BLAH BLAH HOT POT

Chef Favorites
Curated combos

Explore

Build Your Own
Choose ingredients

- Soup Bases
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- Seafood
- Vegetables
- Noodles

Meats Bring to table

Sliced beef 15 seconds	Sliced pork 15 seconds	Sliced lamb 15 seconds
Sliced chicken 15 seconds	Soft tofu 3-5 minutes	Beef meatballs Floats when fully cooked
Pork dumplings 5-7 minutes	Spam 1-2 minutes	Quail eggs 3-4 minutes

BLAH BLAH HOT POT

Chef Favorites
Curated combos

Explore

Build Your Own
Choose ingredients

- Soup Bases
- Meats
- Seafood
- Vegetables
- Noodles

Seafood Bring to table

Shrimp 3-5 minutes	Clams 5-7 minutes	Mussels 5-8 minutes
Fish balls 3-4 minutes	Fish dumplings 5-7 minutes	Squid 1-2 minutes
Crab sticks 3-5 minutes	Baby octopus 1-2 minutes	Scallops 1-2 minutes

BLAH BLAH HOT POT

Chef Favorites
Curated combos

Explore

Build Your Own
Choose ingredients

- Soup Bases
- Meats
- Seafood
- Vegetables
- Noodles

Vegetables Bring to table

Bok choy 30-60 seconds	Napa cabbage 5-10 minutes	Enoki mushrooms 30-60 seconds
King oyster mushrooms 3-5 minutes	Lotus root 3-5 minutes	Daikon radish 10 minutes
Shiitake mushrooms 3-5 minutes	Sliced potato 2-3 minutes	Spinach 15 seconds
Bamboo shoots 1-2 minutes	Corn on the cob 5 minutes	

BLAH BLAH HOT POT

Chef Favorites
Curated combos

Explore

Build Your Own
Choose ingredients

- Soup Bases
- Meats
- Seafood
- Vegetables
- Noodles

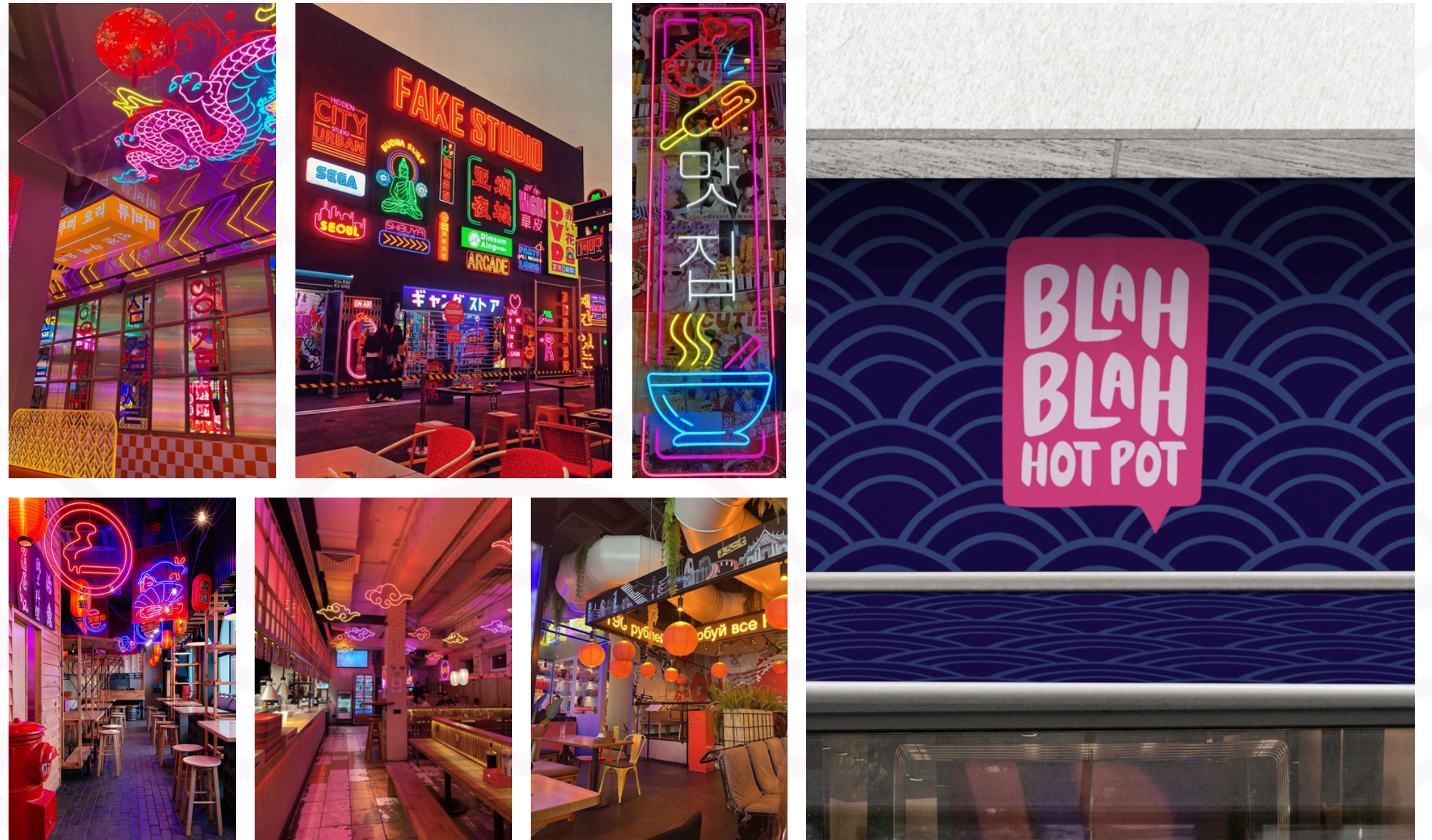
Noodles Bring to table

Ramen noodles 3 minutes	Udon noodles 1 minute	Vermicelli noodles 2-3 minutes
Rice cake 1-2 minutes	Pho noodles 5 minutes	White rice Side dish



RESTAURANT DESIGN

Blah Blah is for social people, so the environment needed to be exciting and engaging. This restaurant features a bar and karaoke booth to encourage building connections. Bright neon lights remind us of Seoul, South Korea, at night.



RESTAURANT DESIGN

To bring the whole restaurant experience together, I created two in-store branded designs: chopstick covers and a uniform.

The back of the t-shirt has the Blah Blah motto: "it's good for the Seoul." Between the good food and atmosphere, Blah Blah considers the customers' social and physical needs.



APPENDIX

Curious to see some extra work that
didn't make it to the final?

RESEARCH

To better understand Korean culture, the target audience, and hot pot, I conducted thorough research before creating any visuals.

The image displays a collage of research documents related to a hot pot brand. The documents are arranged in a layered, overlapping fashion, suggesting a process of discovery and refinement.

- Branding Research:** This document covers the history of hot pot, its communal nature, and its spread from ancient China to other Asian countries. It also discusses the social and interactive aspects of the meal, as well as the role of dipping sauces and the importance of a good broth. A section on 'Culture Study - Korea' lists key cultural values and traditions.
- Visual Identity:** This document focuses on the brand's aesthetic. It includes a list of desired feelings (Fun, Unique, Welcome, etc.) and a list of similar brands (Cupbop, Kpot, Chubby Cattle). It also provides guidelines for colors (Red for sure!), fonts (Bold brush font for headers, bold thin sans serif for secondary headers, and readable modern sans serif for body copy), and examples of the 'HOT POT' logo in various styles.
- Recipe Research:** This document provides detailed information on dipping sauces, including ingredients and preparation instructions. It also includes a 'Cooking Order and Tips' section, which outlines the steps for preparing the hot pot, such as leaving space at the top for ingredients and boiling the broth before adding them.

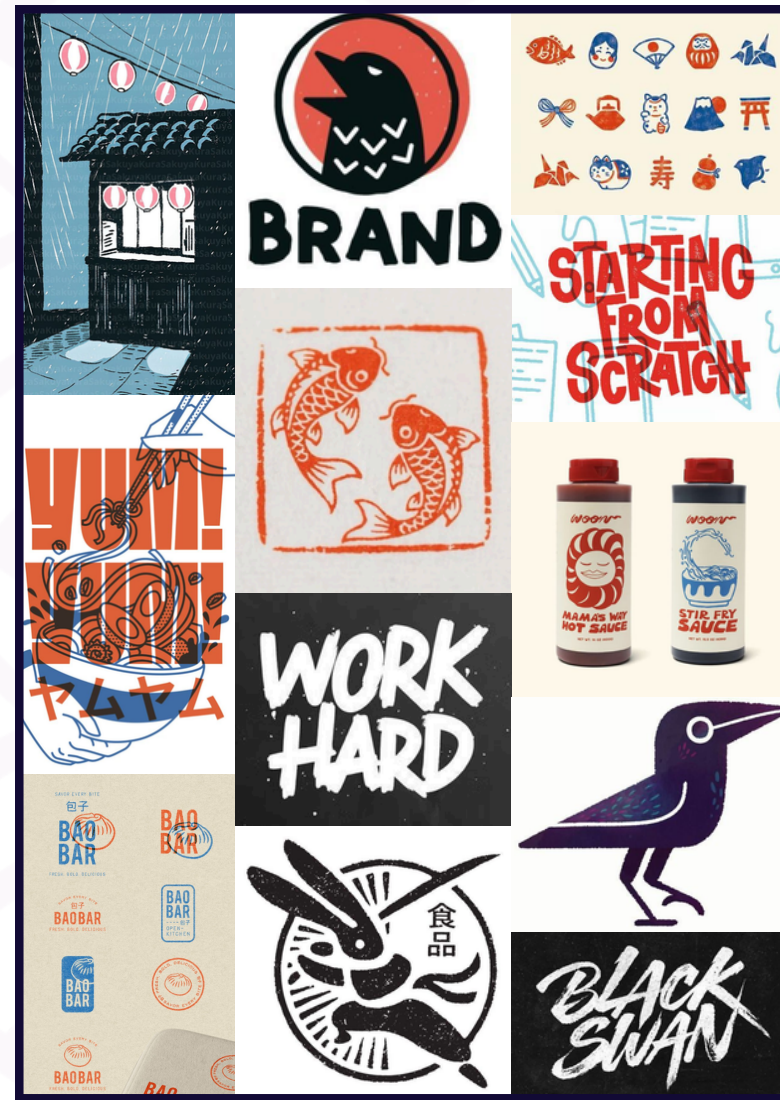
MOODBOARDS

I went through many rounds of visual exploration before creating a style that felt “just right” for the target audience and brand voice.

Too aggressive



Too predictable



Too bright



Too light

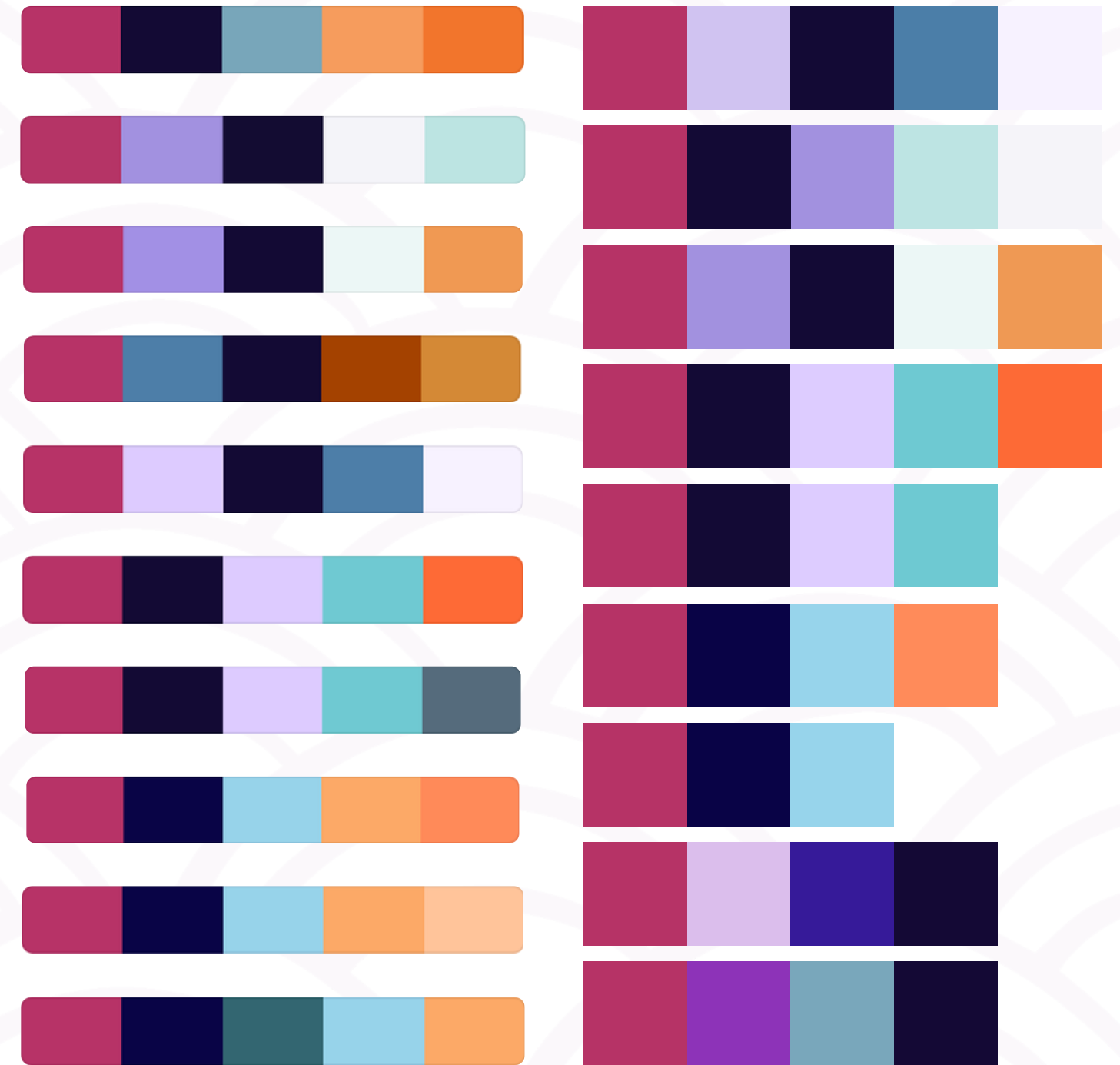


Just right!



COLOR PALETTES

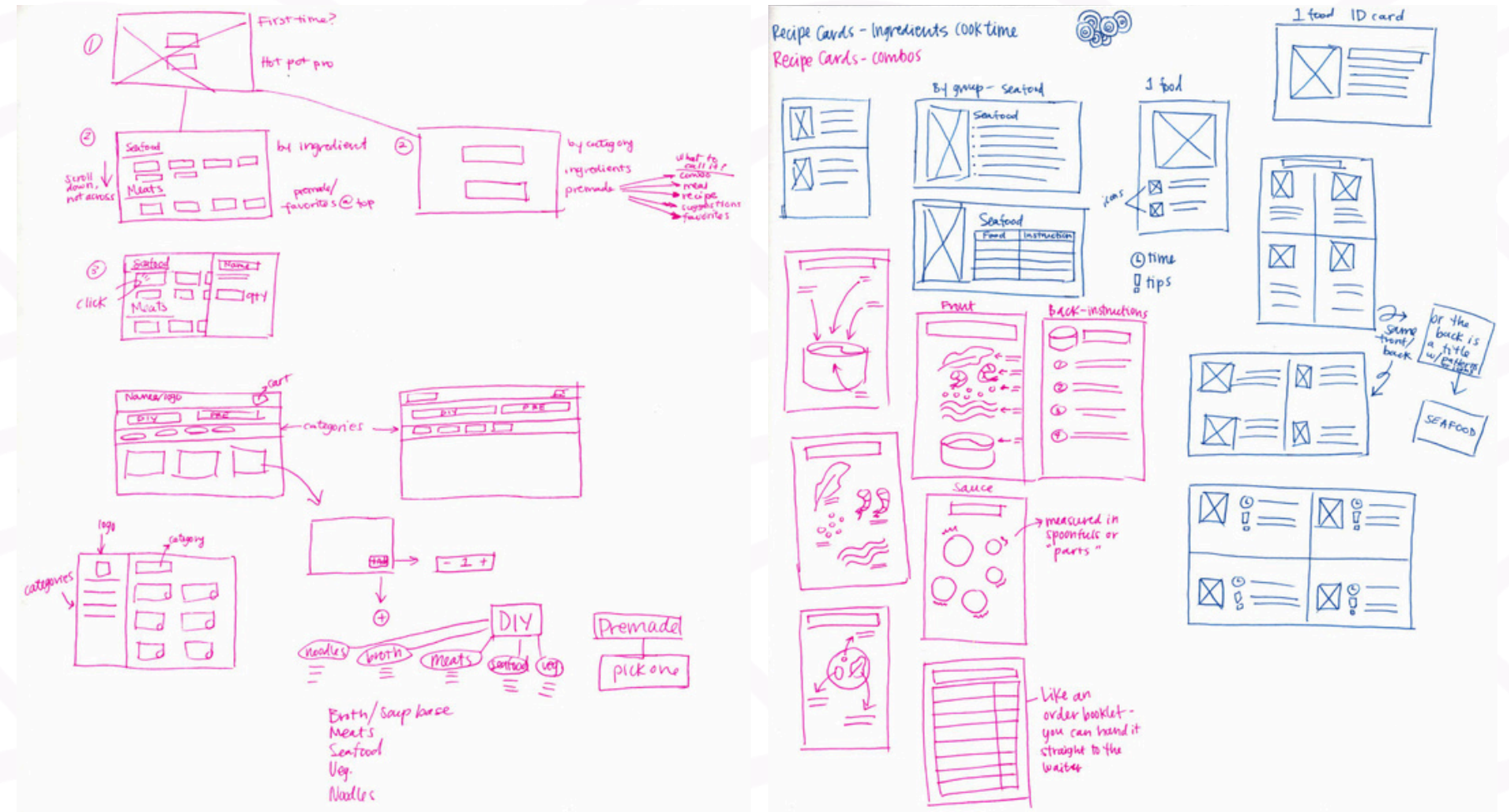
The visual identity for Blah Blah went through many iterations, and so did the color palette. I wanted a saturated color palette that had warm and cool tones. These were the variations I went through to pick the final color palette.



RECIPE CARDS TO MENU

Originally, I imagined that the menu would be a series of recipe cards and infographics that included ingredient cook times and suggested combinations. However, this could be an overwhelming amount of papers and would require customers to flag down a waiter when they needed more.

These are my inspirations and sketches before changing to a tablet menu.



SHOWCASE

At the end of this project, I was able to present my work at a showcase. I decorated a table with my deliverables and paper fans.

During this showcase, I presented my project multiple times. I tailored my presentation to each person based on their knowledge of hot pot.





LET'S CONNECT

Hi, my name is Leah Anderson! I am passionate about design, communication, and creating experiences through event planning and strategic planning.

I graduated with a bachelor's in public relations and visual communication, and I'm ready to take on new projects. If you have a campaign or project that needs strategic communication, through visuals or words, let's connect! You can reach me through LinkedIn or my email: andersonleahc@gmail.com.



Scan to connect

