



Marketing Passport®

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Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE

CLIENT INFORMATION

1. BUSINESS BASICS

Full Name: Sabrina Tarigan

Website Address: www.thegreatgreekgrill.com/

Business Stage: Established
(Idea/ Growing/ Established)

Primary Contact: Sabrina Tarigan

Country: Australia

Phone Number:

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Which industry best describes your primary business?

Franchise restaurant operating within the quick-service and fast-casual dining sector, specialising in Mediterranean and Greek-style food.

How does your business primarily operate?

The business operates as a franchisee, managing branded restaurant locations under an established franchise system. Operations include in-store dining, takeaway, and third-party delivery platforms, supported by centralised brand guidelines and marketing systems provided by the franchise head office.

Where do you currently serve customers?

Customers are currently served in Queensland, Australia, with a primary focus on Brisbane metropolitan areas.

If you have a physical presence, where is it located?

The business operates physical shopfront restaurant locations. The current active location is in Fortitude Valley, Brisbane, Queensland.

Which location matters most for your growth right now?

Queensland is the primary focus for growth, with an emphasis on expanding brand presence and opening additional franchise locations within the state.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

Our mission is to serve fresh, authentic Greek and Mediterranean food made from scratch daily, helping customers enjoy delicious, high-quality meals that fit into their everyday lives. We aim to provide a welcoming fast-casual dining experience where great food, warm hospitality, and convenience come together for dine-in, takeaway, and online ordering guests.

Vision (what success looks like in the future?)

Our vision is to grow The Great Greek into a trusted and recognisable brand across Queensland and beyond, known for consistency, freshness, and exceptional guest experience. Success looks like sustainable franchise growth, strong local community connection, and loyal customers who return regularly because they trust the quality, service, and experience we deliver.

Core values (3-5 guiding principles)

Freshness without compromise guides everything we do, with all food prepared from scratch daily using high-quality ingredients and authentic family recipes.

Hospitality matters as much as food quality, and we are committed to making every guest feel welcome, valued, and looked after in every interaction, both in-store and online.

Consistency and trust shape our operations, ensuring every location delivers the same reliable standard of food, service, and brand experience.

Community connection drives how we operate locally, supporting neighbourhoods through locally owned franchisees while remaining aligned with the wider brand system.

Growth with integrity defines our expansion, ensuring the brand grows responsibly, sustainably, and in line with franchise values, systems, and long-term vision.

3.PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

The business sells fresh, fast-casual Greek and Mediterranean food made from authentic third-generation family recipes. Core offerings include dine-in meals served on real plates with table service, takeaway meals for convenience, and online ordering through pick-up and delivery platforms. The menu is designed to offer a wide range of options that suit everyday dining, from quick lunches to casual dinners.

Outcomes: the results your customers get.

Customers receive high-quality meals prepared from scratch daily using fresh, unprocessed ingredients. They experience fast yet welcoming service in a comfortable environment that feels elevated beyond standard takeaway. For customers ordering online or for delivery, the outcome is a simple and reliable ordering experience. Overall, customers gain a satisfying, trustworthy dining option that fits seamlessly into their daily routines and encourages repeat visits.

Pricing: how you package or charge for your work.

Pricing is positioned within the accessible mid-range fast-casual category, offering strong value while maintaining high food quality and freshness. Prices are structured to suit everyday dining and are consistent across dine-in, takeaway, and online ordering channels in line with franchise standards.

Hero Offer: the offer that drives most of your revenue.

The hero offer is the core dine-in and takeaway meal experience featuring freshly grilled Greek and Mediterranean dishes made from scratch daily. This offer drives the majority of revenue by combining authentic flavours, speed, and hospitality, making it the primary reason customers choose and return to the restaurant.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

The ideal customer is an office worker located near the restaurant who is looking for a quick, in-and-out meal during the workday. They want food that is fast but still healthy, fresh, and satisfying. They value convenience, reliability, and quality, and prefer meals that help them feel good and energised rather than heavy or overly processed.

Customer segments (if you serve more than one type of customer).

The primary customer segment is office workers seeking a fast, healthy lunch option close to their workplace. Secondary customer segments include students, local residents, and casual diners who enjoy fresh Mediterranean food for takeaway, dine-in, or delivery. While office workers are the main focus, the restaurant remains welcoming and accessible to a broad range of customers throughout the day.

Customer Problems: the challenges they face.

Office workers often have limited time during lunch breaks and struggle to find food that is both quick and genuinely healthy. Many are frustrated by fast food options that are overly processed, inconsistent in quality, or leave them feeling tired afterward. Other customers face similar challenges when looking for a convenient meal that still feels fresh, trustworthy, and well prepared.

Why do customers choose you?

Customers choose The Great Greek because it offers fresh, made-from-scratch Greek and Mediterranean food that is ideal for a quick yet healthy meal. Office workers appreciate the fast service, convenient location, and reliable quality that fits easily into a busy workday. Other customers are drawn to the authentic flavours, warm hospitality, and elevated fast-casual experience that makes the restaurant a dependable choice for both everyday meals and casual dining.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Direct competitors are fast-casual Greek and Mediterranean restaurants that operate in similar inner-city, office-dense locations and target lunchtime customers. These include brands such as The Yiros Shop and Zeus Street Greek, which offer Greek-style meals with quick service and comparable price points. These competitors appeal to office workers seeking convenient lunches, but many focus more heavily on takeaway speed or chain efficiency rather than freshness and hospitality as a combined experience.

Indirect Competitors: alternatives your customers might choose instead.

Indirect competitors include any food options office workers consider during their lunch break when prioritising speed, convenience, and perceived health. This includes fast-casual and takeaway brands such as Guzman y Gomez, Grill'd, sushi outlets, cafés, salad and bowl concepts, and other quick-service restaurants located near offices. While these businesses do not offer Greek or Mediterranean food, they compete for the same in-and-out lunch occasion and lunchtime budget.

Your Edge: what you do differently and why customers choose you.

The Great Greek differentiates itself by combining authentic Greek and Mediterranean food made from scratch daily with the speed and convenience office workers need. Unlike many direct and indirect competitors, the brand does not rely on processed ingredients and does not compromise on freshness. Meals are prepared in-house using authentic family recipes, and the dining experience is elevated through warm hospitality, real plates, and attentive service. For office workers, this creates a rare balance: a lunch option that is fast and convenient, yet still feels healthy, satisfying, and trustworthy. Customers choose The Great Greek because it delivers consistent quality and a reliable experience that fits seamlessly into busy workdays without feeling like a typical fast-food compromise.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

The Great Greek is a fast-casual Mediterranean restaurant offering authentic third-generation Greek family recipes made from scratch daily. We deliver the freshest Greek and Mediterranean food with outstanding hospitality, giving guests a delicious, convenient, and elevated dining experience they can trust.

Short pitch / 7-second explanation.

Fresh Greek and Mediterranean food made from scratch daily, served with genuine hospitality and fast, convenient service.

Hooks/Taglines: memorable lines that spark interest.

Live Your Life Deliciously.

Fresh Greek food, made from scratch every day.

Authentic flavours, fast casual comfort.

Real food, real hospitality, every visit.

Where fresh Mediterranean meets everyday convenience.

Tone of Voice: choose the style that fits your brand.

The brand tone is warm, confident, and genuinely welcoming, reflecting the care that goes into both the food and the service. Communication should feel friendly and optimistic, never rushed or overly promotional. The voice is trustworthy and professional, highlighting freshness, authenticity, and hospitality without exaggeration. Messaging should consistently reinforce quality, comfort, and ease, creating an emotional connection that makes guests feel valued and eager to return, whether dining in or ordering online.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

Our ideal customer is a busy office worker surrounded by deadlines, meetings, and limited lunch breaks. They care about what they eat and want food that feels fresh, healthy, and satisfying, but they don't have time for long waits or complicated choices. They want something reliable they can return to again and again during their workday.

What are they struggling with?

During a busy workday, lunch often becomes a compromise. Many options are fast but overly processed, or healthy but slow and inconvenient. Office workers struggle to find food that is quick, genuinely fresh, and filling without leaving them feeling heavy or disappointed. They want an in-and-out meal that still feels good for their body and worth their money.

How does your brand help?

The Great Greek steps in as a guide, offering authentic Greek and Mediterranean food made from scratch daily using fresh, unprocessed ingredients. With fast-casual service, warm hospitality, and convenient dine-in, takeaway, and online ordering options, we make it easy for customers to enjoy real food without sacrificing time or quality. We create a welcoming environment where guests feel looked after, whether they are stopping by for a quick lunch or ordering on the go.

What does life look like after success?

After choosing The Great Greek, customers no longer feel like lunch is a compromise. They enjoy fresh, delicious meals that energise them for the rest of the day and fit seamlessly into their busy schedules. Lunch becomes something they look forward to a reliable, satisfying break that helps them feel better, work better, and live their life more deliciously.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

The Great Greek's brand personality is warm, welcoming, and trustworthy. It is confident without being loud, professional without being cold, and friendly without being casual or sloppy. The brand feels genuine and grounded, reflecting authentic family recipes, care in preparation, and hospitality that makes every guest feel valued. It is reliable and consistent, creating comfort through quality food, fresh ingredients, and a dependable experience customers can return to regularly.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

The brand voice should always sound friendly, positive, and approachable, reflecting genuine hospitality and care for the customer. Messaging should be clear, simple, and confident, focusing on freshness, authenticity, and ease rather than hype or exaggeration. The tone should remain professional and polished, suitable for both in-store and digital communication, especially for busy office workers. The brand should avoid sounding aggressive, overly promotional, sarcastic, trendy, or slang-heavy. It should never feel cheap, rushed, or overly corporate. Messaging must not be negative, controversial, or comparative toward competitors, and should always align with franchise standards and brand values. Consistency is key, ensuring the same tone is used across social media, advertising, email, website, and in-store communication.

One-Word Descriptor: the single word that captures your brand's essence.

Authentic

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours, e.g: your colour codes: #8c52ff

Brand Colours

The core colour palette reflects traditional Greek heritage and Mediterranean identity.

Primary Blue
Pantone 7692 C



Pantone 7692 C

Primary Red
Pantone 1795 C



Pantone 1795 C

CMYK 85 47 0 33
RGB 8 88 141
HEX #08588D
Averv UC900-668-T

Oracal
OR48800-509-48U
48" 8800 TRANSLUCENT 509
SEA BLUE

CMYK 11 100 100 0
RGB 217 33 40
HEX #D92128
Averv UC900-427-T

Oracal
OR48800-031-48U
48" 8800 TRANSLUCENT 031
RED

Fonts / typography.

TradeGothic-CondEighteen

Double_Porter_3

Nomadlines alt.otf

Archer-Book Brixton_

Lead-Vector

Visual preferences.

The overall visual direction should feel fresh, welcoming, and reliable. Imagery should focus on:

- Scratch-made food preparation
- Fresh ingredients
- Grilling and kitchen authenticity
- Warm hospitality and guest interaction

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify Other Gorilla Dash

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Unsure

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

The business currently uses the Gorilla Dash website for menu access, online ordering, and enquiries. Google Search and Google Maps capture high-intent customers nearby. Facebook and Instagram support promotions and food visibility, while email marketing (EDM) communicates offers and updates. Google Reviews are monitored to maintain local reputation.

Channels you want to use next.

The next focus is expanding into LinkedIn to reach nearby office workers and businesses, particularly for corporate lunch opportunities. Local office partnerships and targeted Meta advertising within a defined radius will also be explored. Short-form video content may be developed if resources allow consistent execution.

Paid vs organic mix (if any).

The strategy uses a mix of organic and paid marketing. Organic efforts include social media content, email campaigns, and review management. Paid efforts focus primarily on Google Search ads to drive high-intent lunch traffic, with selective paid social campaigns for key promotions.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

Marketing Assets

The Great Greek Fortitude Valley is opening soon, so corporate brand assets are available, but local store-generated assets are currently limited and will be developed during the launch phase.

Logo Files

Official brand logos are supplied by the franchisor in approved formats, including full-colour and reversed versions. Brand colour specifications and typography guidelines are also available. All logo usage must comply with franchise standards.

Photos

Professional food and brand imagery are available from head office and can be used immediately. Local photography (storefront, team members, in-store dining, Fortitude Valley lifestyle content) is currently limited due to the upcoming opening and will need to be created during launch.

Videos There are currently limited local video assets. Corporate brand content may be available, but short-form social videos, food preparation footage, opening-day content, and behind-the-scenes material will need to be produced locally.

Testimonials

As the store has not yet opened, there are no local customer reviews at this stage. Testimonials will be built through Google Reviews and online feedback following launch.

Case Studies

Corporate franchise growth provides brand-level credibility. Local performance case studies will be developed after the first 30-60 days of operation once sufficient sales and customer data are available.

Written Content

Existing assets include website copy through Gorilla Dash, brand positioning statements, menu descriptions, campaign messaging, and social media captions. Additional location-specific SEO content and corporate outreach copy may need to be developed.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

- Fresh Greek and Mediterranean food
- Made-from-scratch daily preparation
- Fast and convenient lunch options
- Healthy takeaway meals
- Mediterranean catering and group lunch
- Dine-in and online ordering convenience
- Fortitude Valley lunch destinations

We want to be known as the trusted, fresh, and reliable Greek lunch option in Fortitude Valley.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

Location + High-Intent Keywords:

- Greek restaurant Fortitude Valley
- Mediterranean restaurant Fortitude Valley
- Restaurant near me
- Greek food near me
- Mediterranean food near me
- Lunch Fortitude Valley

- Healthy lunch Fortitude Valley
- Quick lunch near me
- Takeaway Fortitude Valley
- Best lunch in Fortitude Valley
- In and out near me
- Lunch near me
- Quick healthy lunch near me

Buying-Intent Keywords:

- Order Greek food online
- Mediterranean takeaway near me
- Fast healthy lunch near me
- Office lunch options Fortitude Valley

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

The primary goal over the next 6–12 months is to establish The Great Greek Fortitude Valley as the leading fresh Mediterranean lunch destination within the local office-worker market and to build a sustainable, repeat-customer base that supports consistent weekday revenue growth.

Key outcomes you care about (leads, sales, visibility, etc.).

The most important outcomes are measurable sales growth, strong local brand visibility, and a solid reputation foundation.

Specifically, success will be defined by:

- Achieving consistent weekday lunch traffic targets within the first 3 months
- Maintaining a minimum 4.5+ Google rating with 150+ reviews within 6 months
- Building a 1,000+ email database within 12 months
- Increasing online ordering to represent at least 20% of total sales
- Achieving positive return on paid advertising spend (minimum 3–4x ROAS)

Long term, success means predictable weekly revenue supported by repeat customers rather than one-time promotional spikes.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The biggest constraint is the early-stage nature of the business.

As the store is newly opening, we are currently limited in:

- Local brand awareness
- Customer data and review base
- Historical sales data to optimise campaigns
- Locally generated content assets

Additionally, marketing budget must be allocated carefully to prioritise high-intent channels and measurable ROI rather than broad awareness spending.

Addressing these constraints requires disciplined tracking, structured review generation, strong local content development, and ongoing optimisation in partnership with the marketing agency.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

As a newly opening franchise location, the marketing budget will be carefully controlled during the initial launch period. For the first 3–6 months, the estimated marketing investment range is approximately \$1,500–\$3,000 per month, focused primarily on high-intent digital advertising such as Google Search, limited Meta advertising, and essential creative production. The priority is measurable return rather than broad awareness spending. Budget may increase gradually once performance data, revenue stability, and return on ad spend are clearly established.

Decision-Maker: the person who approves spend and final decisions.

Final approval for marketing spend and key strategic decisions sits with the business owners of Ashwa Pty Ltd. The Marketing & Office Administration Coordinator manages campaign planning, agency coordination, execution, and reporting. However, budget approvals and scaling decisions require owner approval to ensure alignment with overall business objectives.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Official logos, trademarks, brand colours, and approved imagery are supplied by the franchisor and must be used strictly in their authorised formats. Logos may not be altered, recoloured, stretched, or modified in any way.

The business will only use photographs or videos of customers, employees, or partners where prior written consent has been obtained. No identifiable individual will be featured in marketing materials without permission.

Customer testimonials will only be used if they are publicly available (such as Google Reviews) or if written consent has been granted. Testimonials will not be edited in a misleading manner.

Marketing communications must clearly represent the restaurant as an independently owned and operated franchise and must not imply representation of the broader franchise system.

Competitor names, unapproved city names, or misleading hashtags will not be used in captions, advertising, or social media posts in accordance with brand guidelines.

Industry Rules: any sector-specific regulations you must follow?

All marketing must comply with:

- Australian Consumer Law (no false or misleading claims)
- Food advertising standards
- Platform policies for Google and Meta advertising
- Franchise brand approval requirements
- Paid advertising written approval requirements where applicable

Health-related claims such as “fresh,” “made from scratch,” or “healthy” will only be used where factually accurate and aligned with actual preparation methods.

No political, religious, controversial, or defamatory content will be associated with the brand.

Confidential system information, financial data, internal processes, or unreleased brand initiatives will not be disclosed in any public communication.

All paid advertising campaigns will undergo internal review prior to launch to ensure compliance with brand and platform standards.

