

Boti the Chicken

Bringing the Botiwalla Mascot to Life

CHAI PANI PRESENTS

**BOTI
WALLA**

INDIAN STREET GRILL



by AnnieGrace Heck, Becca Kriensky, Natalie Gillum, Diana Daher, and Gabi Lefkowitz



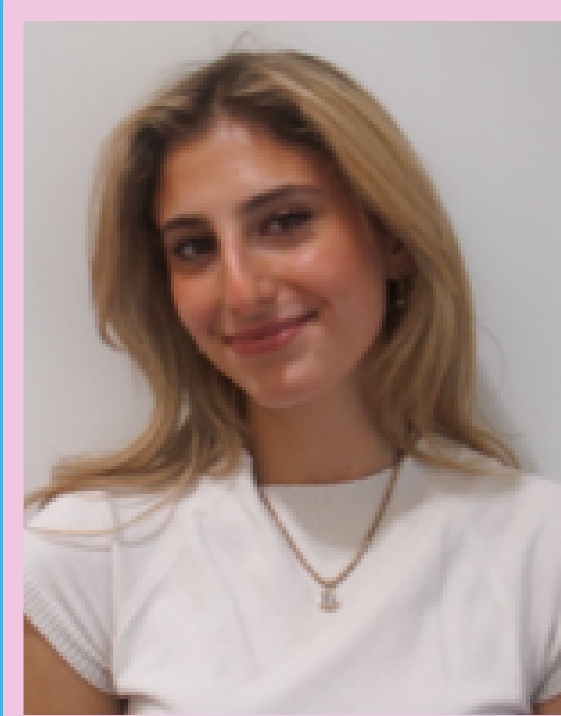
AnnieGrace Heck

- PR & Political Science major
- Loves sushi
- Favorite Indian food is baingan bartha
- When I think of street food, I think of kebab



Gabi Lefkowitz

- PR major
- Loves all kinds of potatoes
- Favorite Indian food is butter chicken
- When I think of street food, I think of tanghulu



Becca Kriensky

- PR major
- Loves all food
- Favorite Indian food is Chicken Tikka Masala
- When I think of street food, I think of skewers



Diana Daher

- PR & Psychology major
- Loves kibbeh nayyeh
- Favorite Indian food is naan
- When I think of street food, I think of Brazilian pastel



Natalie Gillum

- PR major
- Loves trying new types of food
- Favorite Indian food is palak paneer
- When I think of street food, I think of samosas

Why Boti?

We aim to bring the Botiwalla chicken mascot to life. Giving Boti a persona will create brand recognition and a fun, creative personality.

Interacting with Boti can build community with the DC foodie scene, giving people the opportunity to connect with a shared love food and culture.



Hi, I'm Boti Chicken!

WHAT WE LEARNED + FIELD RESEARCH



Insight #1- Community looks different everywhere and is what you make of it

- Botiwalla is “fast casual,” but can work to combine efficiency and community
- Indian cuisine is rooted in community and culture, which Botiwalla infuses in their business

Insight #2- The Lunch Crowd is important to any restaurant in the city

- DC has a strong work culture, and people are networking and going to business meetings
- How Indian street food culture has similarities to American lunch break culture could be a key strategy for Botiwalla

Insight #3- Customization is an advantage

- People like to have control and creativity over their meals
- Indian food is all about bold flavors, and it can capitalize on people using their own creativity to make something delicious.

OBJECTIVES:

Increase Botiwalla's social media presence by at least 20% through tags and hashtags to appeal more to the food community that is active on social media.



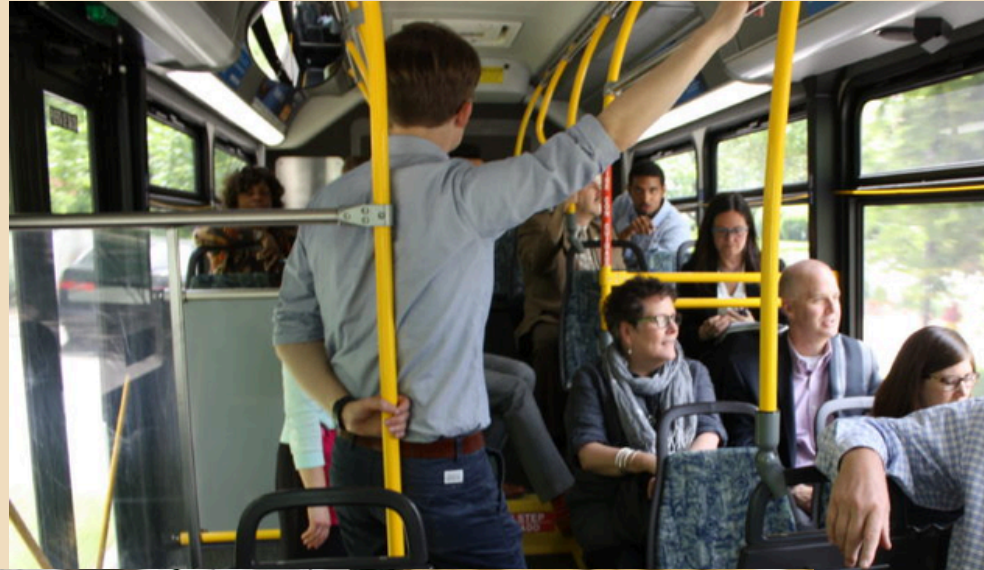
Position Botiwalla as a new cultural take on fast-casual dining in DC, which will incentivize a 15% increase in coverage from earned media.



Introduce new direct to consumer methods of interacting with Botiwalla, with a goal of increasing daily orders by at least 30%.



TARGET AUDIENCE: ON-THE-GO PROS



Description:

- Employed, 25-45 year olds living in DC
- Upper-middle class, making around \$95,000 - \$170,000 a year
- Take the metro/bus to work every day, relies on public transit
- Be out in the city during the day and night

Pain Point:

- Transportation, buses can be unreliable, and may be in too much of a rush to get to work
- Botiwalla is far from downtown. People who work downtown may not want to commute to sacrifice their time.

BOTI'S TRAIL

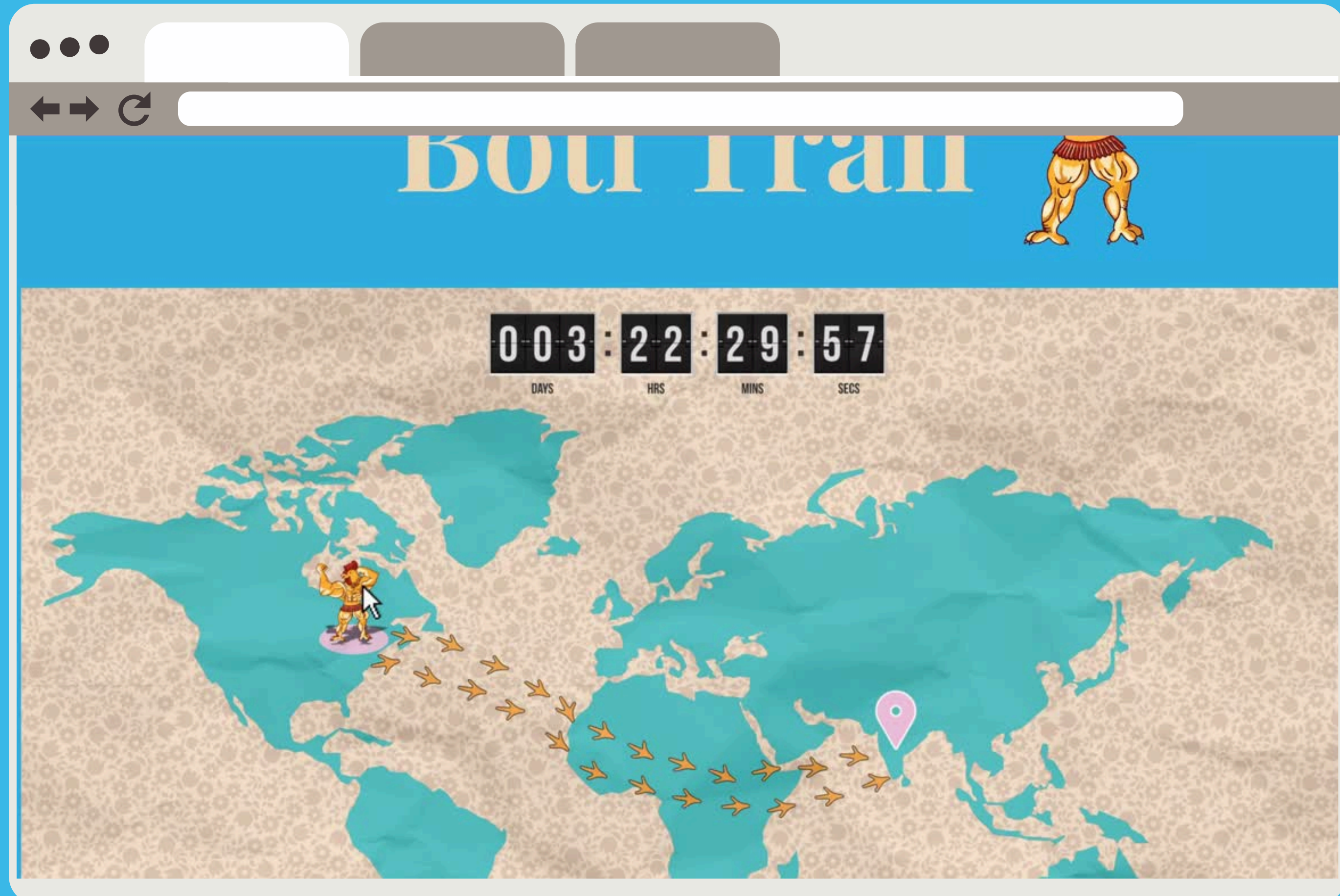
How it Works:

- 1) We will capitalize on the loyal Chai Pani customers by introducing Boti to Union Market
- 2) There will be a mural painted in Union Market with a QR code to scan
- 3) The website will display a map from Chai Pani to Botiwalla and a countdown
- 4) Stickers will strategically be placed on public transportation between restaurants to lead them to Botiwalla

Boti's Trail is an interactive street-to-mobile screen storytelling campaign, that seeks to generate buzz ahead of Botiwalla's DC opening



BOTI TRAIL WEBSITE:



MURALS, STICKERS AND LOCATIONS

- **Union Market mural will spark conversation**
- **Employ a well-known DC-based muralist**
- **Stickers are a “mini version” of the murals, placed on bus stops and inside metro stations to gain traction**
- **Would generate excitement for the Botiwalla DC opening**

Boti Sticker



Mural by Hamilton Glass



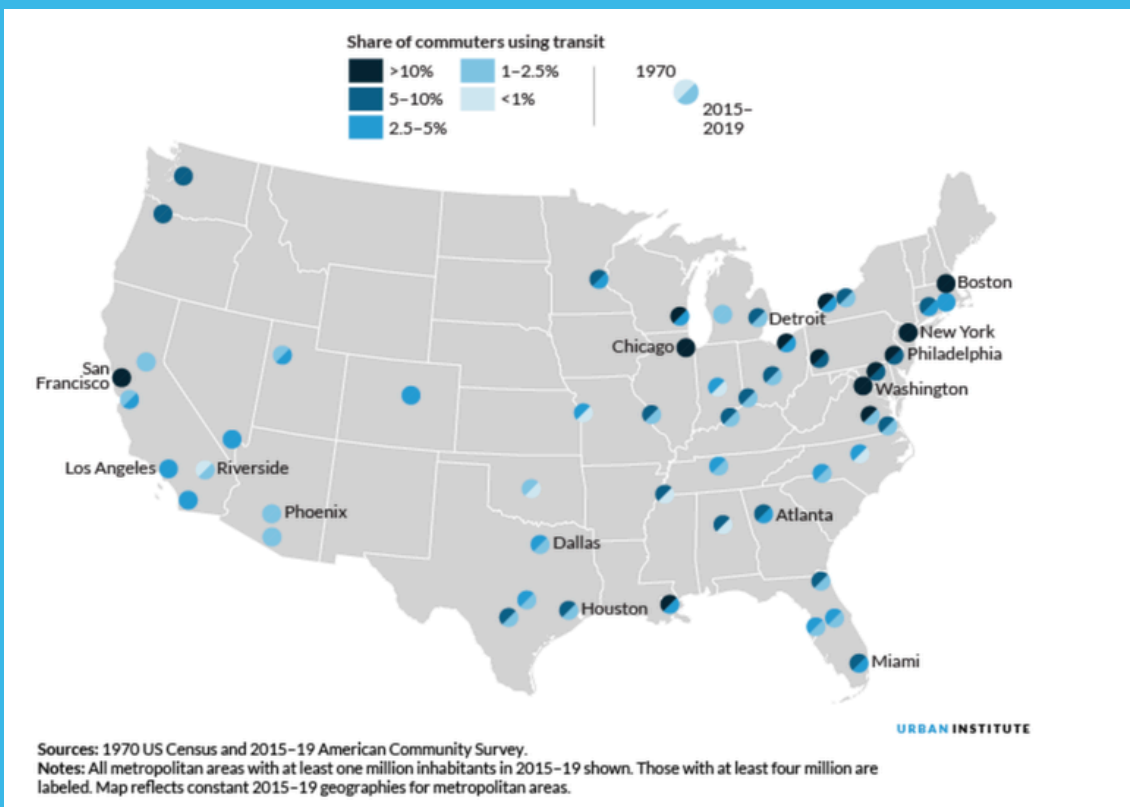
Examples of sticker placement



WHY IT WORKS

DC Workers Use Public Transportation

About 1 in 3 D.C. residents commute to work by using public transit according to DC Council Budget



DC's Residents are Creative

According to the 2022 Survey of Public Participation in the Arts, more than 41 percent of DC's adult residents attended art exhibits

The Washington Informer notes that arts, culture, entertainment, and sports drive economic growth by uniting people, and inspiring excitement

Murals Are Important

A 2020 Forbes case study found that murals increased street-level business revenue by 5-10% with some businesses seeing up to 50% growth, demonstrating their economic impact

A 2020 Forbes study states that murals enhanced by technologies like QR codes, and image recognition, can transform a business's image and expand its promotional opportunities

EXPECTED NEWS COVERAGE AND BUZZ

Increase intent to visit by building anticipation and curiosity through the countdown and mystery

Generate trackable digital engagement (QR code scans, website traffic, social shares and hashtags)

Position Botiwalla as culturally relevant, playful, and modern before customers even try it

EATER WASHINGTON DC ▾
Spotted Across DC: **Mysterious 'Boti' Street Art** Teases New Indian Spot Opening in Tenleytown

Mural sightings have DC foodies scssing anticipation | Eater DC Staff |

WASHINGTONIAN
QR Codes, Street Art, and a **Chicken Named Boti**— Inside the Campaign Taking Over DC Ahead of **Botiwalla's** Opening

BY JESSICA SIDMAN | FOOD NEWS

WTOP
Have You Seen Boti?
A Citywide **'Chicken Hunt'** Is Leading Washingtonians to a New Restaurant Launch

BY WTOP STAFF

TARGET AUDIENCE: SOLO FLYERS

Description:

- **Single 24-36 year olds in DC**
- **Adventurous, likes to try new things**
- **Socially active, involved in community groups, sports, or networking groups.**
- **Employed, salary ranging from \$70k-120k**
- **Live alone (48% of DC residents live in a single-person household)**
- **Interested in dating**

Pain Point:

- **Meeting people/loneliness, may be afraid to dine alone/rather do pick up**



THE INFLUENCE OF INDIAN MATCHMAKING

- Indian Matrimonial ads are what sparked today's dating apps
- We want to take inspiration from India's deep cultural roots in matchmaking
- The current DC dating scene is difficult
 - People prioritize work over love
 - Only 2.5% of matches lead to long-term relationships from dating apps

“If I meet you in D.C. and you tell me you live in Silver Spring – that’s a commute. It’s a long-distance relationship at this point.” DMV-based relationship coach Tisia Saffold

KAYASTHA
ADVOCATE 31/5/8" gora, h'some. Seek gori girl. Br. Fa Advocate. S. P. Saxena, A 40/5, Shastrinagar, Bareilly U.P. 0581 2413019, 98375 44419
PROF Qlfd B'ful Gori Girl for H'some 30/174 Fair boy serving in Hotels of Canada drawing CN \$40-000+ perks living with maternal Uncle Ph: 9871202561 Send BHP Write Box.No DEL 204593R Times of India, New Delhi - 02

AYSTHA Boy 33/6" Born & tld. U.S.A Law Graduate & cenced Attorney also com- ted requirement for C.A. paring final Exam. Working time with a National Tax, p. seeks educated slim r more girl of respt. family nts visiting India 15th 06 Co OM

SRIV h'some fair boy MBA 29y/ 6' 5Lpa Branch Mgr Citibank invited b'ful fair prof. qlfd/Post graduate N'Mgk. M: 09825013647, 09425952146
WELL settld Smart, H'some Kayastha Sriv 73/5'11" S/W Eng. Top MNC Pune seek Prof., Qlfd., B'ful bride from well Cultured Family. PUN 806518C The TOI Pune-4
GORI tall for h'some Sriv 25/5'8" M.Com; MBA (Study- ing) Officer known MNC Father Sr Cl I Officer. 0522- 2421638, M: 09415423890.
MATCH for Kayastha boy 32/5'6"/ 5-6 LPA, h'some, BE Civil, own business, well settled at Pun fair, slim, prof 09415289763/ 06
SAXENA Boy Merchant Nav

SAHU-TELI
SAHU boy 28/5'10" fair hand- some Soft Engr in MNC seek prof. beautiful girl. Send BHP to 4/14, Vishal Khand, Gomti Nagar, Lucknow # 0522-2397065
TELI 27/5'4"/BE Assistant Manager Indian Airlines (Govt.) in Delhi seeks Tech. qualified wrkg gori b'ful girl. Ph: 09433449159/0612-2364938
8 Boys 29/5'-4", 25/5'-6", 22/5'-5"

B'FUL prof qua y bride 4 h'some fair. Sr SW Engr. Top 3 9.11.79/23.32/Lko/Y status Family Emal pawanjain49@yahoo M:09837085458
WELL settled J years/170cm/MB / 6 lacs yr at Mun for beautiful. q Contact Box M Times of India email: npallavi
PROF qly S/ handsome 28/ working TCS DEL 205019R New Delhi peeyushniya

matrimonials for the better half of your life September 26, 2010

Matrimonial FEMALE
 Gujarati parents invite proposal for their daughter, M.D., U.S. Citizen, 125 lbs, 5' - 5.5", 30 yrs, family oriented from suitable Gujarati M.D. **H1 - Visa no bar.** Call (516) 849 6419 email :puja311327@aol.com 09/25

Parents of U.S. raised professional daughter, 32, in VA looking for profes- sional match in VA/MD/DC. 32-35. E- mail recent photo and bio to hps_kks@yahoo.com 09/25

Wanted Good Looking, educated, homely Girl aged above 32 yrs from respectable business family for a good looking North Indian / Agarwal Boy / Graduate / Issueless / Innocent Divorcee / Dec. '67 / 5'4". Well settled in Family Business at Chennai. E-mail BioData & Recent Photo (Compulsory) to :

BOTI MATCH: FIND YOUR MATCH OVER YOUR LOVE OF FOOD

- **Singles from around DC are invited to an evening of romance and Indian food during Botiwalla's opening week**
- **Couples will be initially paired up based on a Google form**
- **They will then switch off three times, tasting different dishes at each station and meeting fellow DC residents**



INSTAGRAM POST & CAPTION

Caption

Calling all DC Singles!

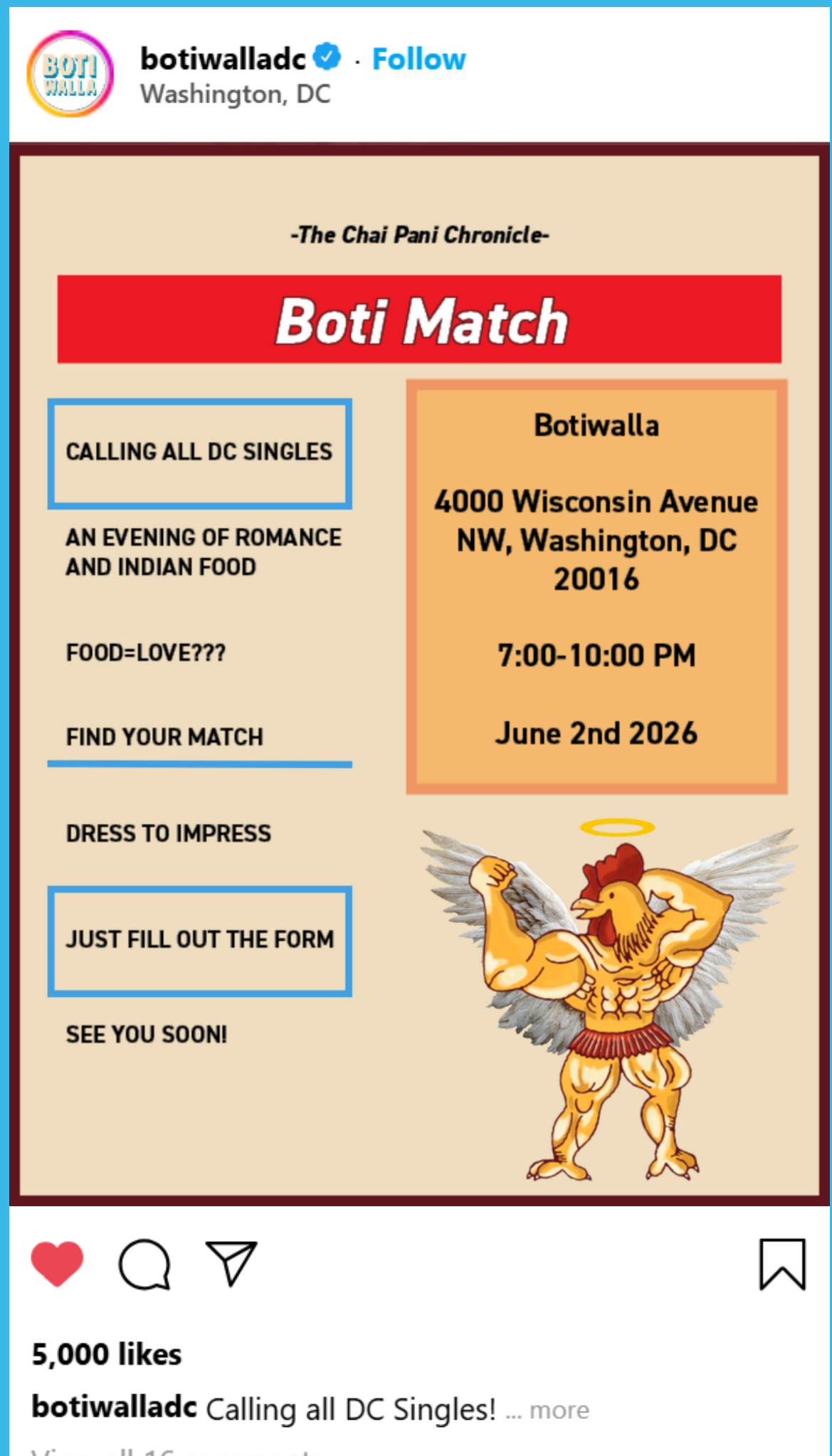
Are you looking for love? Are you looking to build community? Do you love Indian food? Then come join us for Botiwalla's own matchmaking event: Boti Match!

Inspired by the long-lasting traditions of Indian matchmaking we've created our own version of finding that perfect match. In addition to making pairings based on personality, our own Cupid Boti will also create pairings based on food preferences.

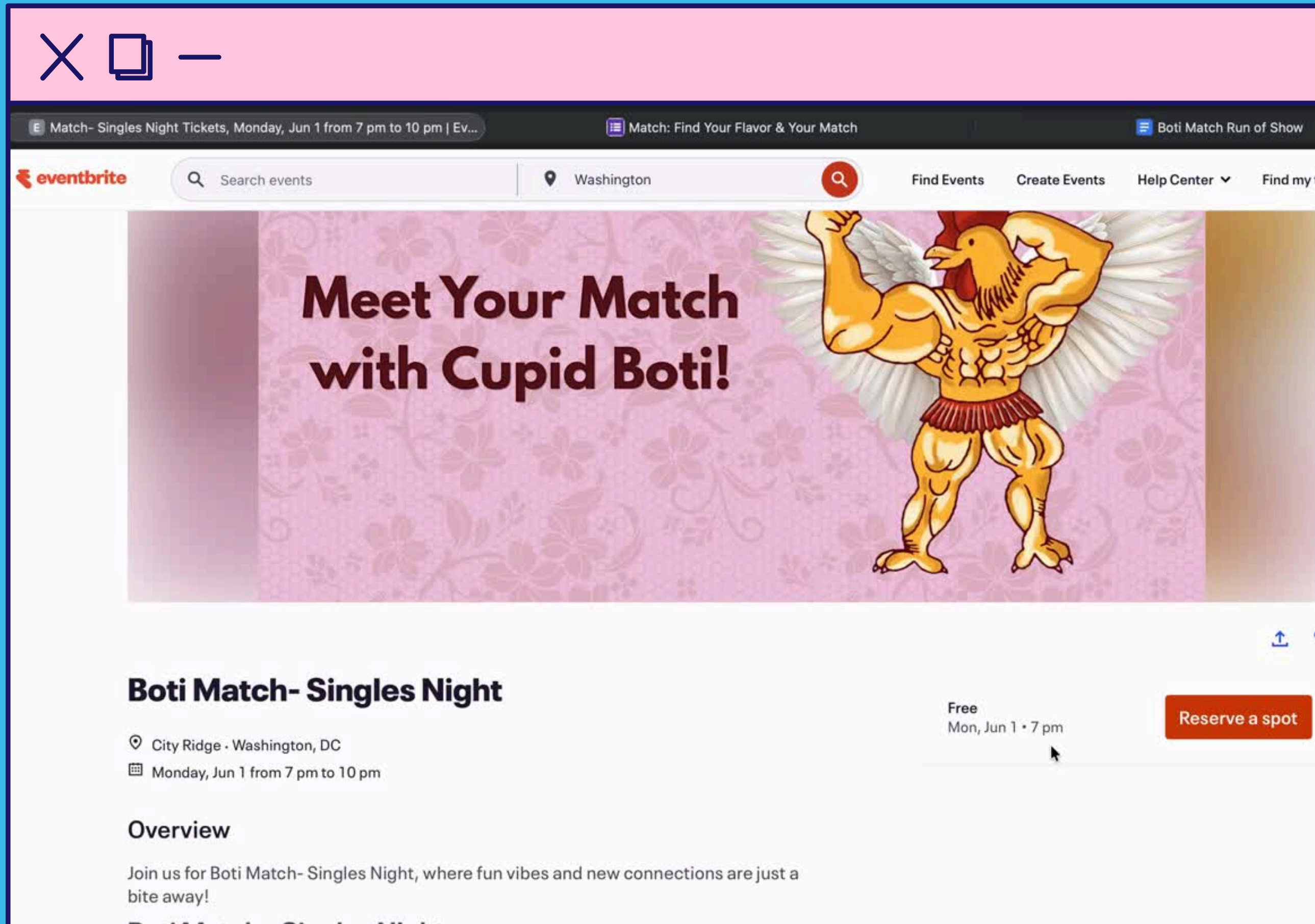
This event will take place on June 2nd, from 7-10 PM at our Botiwalla DC location, the day after our big opening!

**How to Register: Register on our Eventbrite, link is in our bio.
Find My Match: Fill out the Google form on the Eventbrite to tell Cupid Boti about your dating, personality, and food preferences.**

See you all soon!



EVENTBRITE, GOOGLE FORM, RUN OF SHOW



The screenshot shows a web browser window with three tabs: 'Match- Singles Night Tickets, Monday, Jun 1 from 7 pm to 10 pm | Ev...', 'Match: Find Your Flavor & Your Match', and 'Boti Match Run of Show'. The Eventbrite website is displayed with a search bar, location set to 'Washington', and navigation links for 'Find Events', 'Create Events', 'Help Center', and 'Find my ti'. The main banner features the text 'Meet Your Match with Cupid Boti!' and an illustration of a muscular, winged chicken character. Below the banner, the event title 'Boti Match- Singles Night' is shown, along with the location 'City Ridge · Washington, DC' and the date 'Monday, Jun 1 from 7 pm to 10 pm'. The ticket price is listed as 'Free' and the time as 'Mon, Jun 1 · 7 pm'. A red 'Reserve a spot' button is visible. The 'Overview' section begins with the text 'Join us for Boti Match- Singles Night, where fun vibes and new connections are just a bite away!'.

WHY IT WORKS

**Forbes Health Survey:
78% Of All Users Report
Dating App Burnout**

**According to the Chamber of
Commerce, D.C. and Alexandria,
VA, are two of the loneliest places
in the country to live**

**Former Washington Post food
critic Tom Sietsema shares to
SOC3 how singles are one of the
main audiences who are dining at
new restaurants**

**Match Group lost 704,000 paying
subscribers in one year, and Bumble
shares have dropped nearly 95% from
pandemic highs**

EXPECTED NEWS COVERAGE AND BUZZ

Generate interest and “FOMO” (fear of missing out) by turning a dinner into a high-engagement social event

Establish Botiwalla as a cultural hub in DC that proactively connects the community through engaging in-person events

Amplify earned media coverage by providing a highly photogenic and buzz-worthy ‘matchmaking’ concept



TARGET AUDIENCE: SOCIAL MEDIA SAVANT

Description:

- **Social media users who like to capture their lives through photos**
- **Gen Z**
- **Upperclassmen college students/ recently graduated young adults**
- **Tech-savvy**
- **Loves exploring in the city and new food**

Pain Point:

- **Social media and trends are always changing and adapting, relevance may decline**



BOTIAPP - WHERE FOOD, FUN, AND FEED COLLIDE

Not your average ordering app...

beli

CAVA



“Post Your Plate” social platform where you can post photos of your meal for others to like, comment, and share.

“Boti Run” game would include a chicken avatar and allow customers to unlock secret menu items with each level up.

CHAI PANI PRESENTS
INDIAN STREET GRILL
BOTIWALLA



YOUR BOTI-WORLD DASHBOARD

BOTI RUN

SCORE: 185



TAP TO PLAY!

ORDER NOW

- MASALA FRIES \$5.99 **ADD**
- CHAI CARAMBE KULFI \$6.99 **ADD**
- CHICKEN KABAB PLATE \$14.99 **ADD**

THE PLATE FEED



POST YOUR PLATE

HOME ORDER PROFILE

LEVEL 1 UNLOCKED!
SECRET ITEM UNLOCKED



PANEER TIKKA ROLL \$12.99
(vegetarian)
Locally produced Mast paneer marinated in yogurt, lime juice, Kashmiri chili paste, and North Indian spices, char-grilled bell peppers, onions, with Desi slaw, wrapped in hot buttered naan.

CLAIM

VIEW DASHBOARD / BACK TO GAME

CHAI PANI PRESENTS
INDIAN STREET GRILL
BOTIWALLA

RECENTS MY FRIENDS EXPLORE SEARCH DISHES

@SpicyAmira 2h ago
Beli Score ★ 9.5/10 (Perfect Kick!)
CLASSIC CHICKEN BIRYANI
OMG this biryani! Perfect kick. Every grain of rice is flavor-packed. A true flavor bomb! #BiryaniLover
105 likes 18 comments

@ChaiGourmet 5h ago
Beli Score ★ 8.2/10 (Biryani)
VEGETABLE & PANEER BIRYANI
Absolutely loved the depth of flavor here. The paneer is soft and grilled beautifully. #Veggie
150 likes 40 comments

@BotiLover99 Yesterday
Beli Score ★ 10/10 (The Ultimate Boti)
SIGNATURE LAMB BOTI
My new favorite! The lamb is incredibly tender. Found a real gem here. #Botiwalla
150 likes 40 comments

@SweetToothSam Yesterday
Beli Score ★ 9/10 (Refreshing Finish)
MANGO KULFI SUNDAE
The perfect end to a spicy meal. So creamy and fresh. #Dessert
90 likes 10 comments

HOME ORDER PROFILE

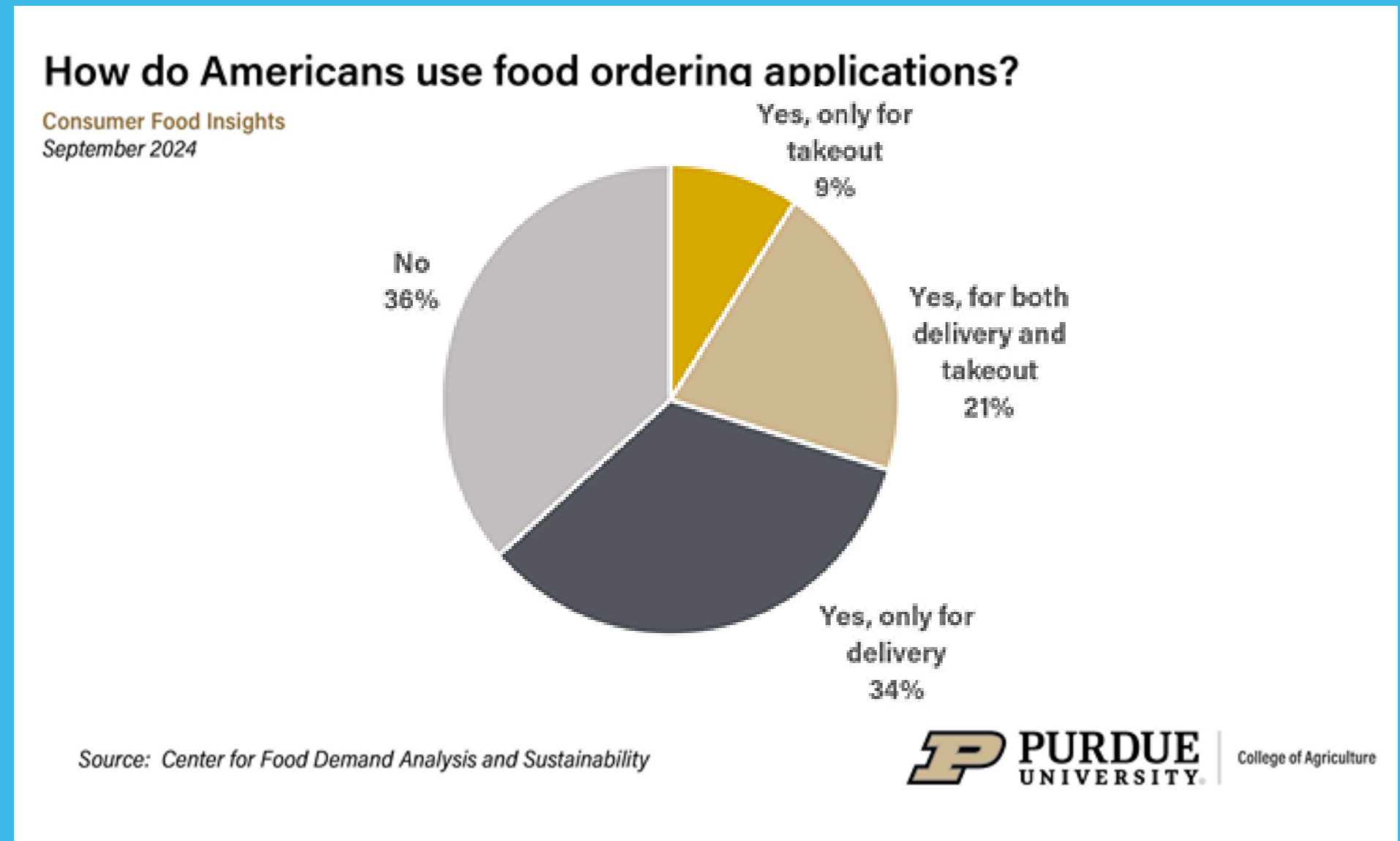
WHY IT WORKS

Seventy of customers would order using a smartphone app - National Restaurant Association

Consumers increasingly expect convenient, digital ordering experiences - Deloitte

“92% of top-performing restaurants offer mobile ordering.” - Forbes

Beli has over 60 million global reviews and is rapidly growing in major urban areas (NYT)



EXPECTED NEWS COVERAGE AND BUZZ

Strengthen brand loyalty through personalized and fun online system

Increase customer retention rates and frequency of visits because of exclusive menu incentives and reminders on mobile devices

Generate ongoing organic marketing content through the user social platform

THE WASHINGTON BUSINESS JOURNAL

Gamification Pays Off: Botiwalla's App Leverages Tech to Drive Secret Menu Sales



Secret dishes are unlocked through consistent gameplay. (WBJ File)

NBC4 WASHINGTON

Unlock Secret Menu Items: Botiwalla's New App Offers Local Foodies a Playful Dining Experience

By Erika Gonzalez, Consumer Reporter



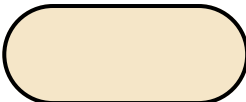
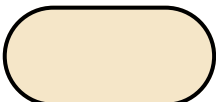




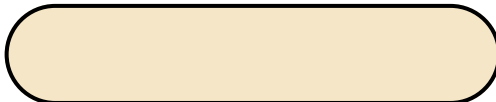
Technica.ly DC

Is Gamification the Future of Food Tech? Testing Botiwalla's New Muscle-Bound Chicken Challenge

By Chris Teale, Technica.ly DC
APPIL 2024



TIMELINE

| TASK LIST | SPRING | SUMMER | FALL |
|--------------------------------------|---|---|---|
| Employ Muralist |  | | |
| Website Goes Live |  | | |
| Murals + Stickers Go Up |  | | |
| Eventbrite + Social Ads Begin | |  | |
| RSVP + Forms Deadline | |  | |
| Opening Day + App Launch | | |  |
| Boti Match Event | | |  |

BUDGET

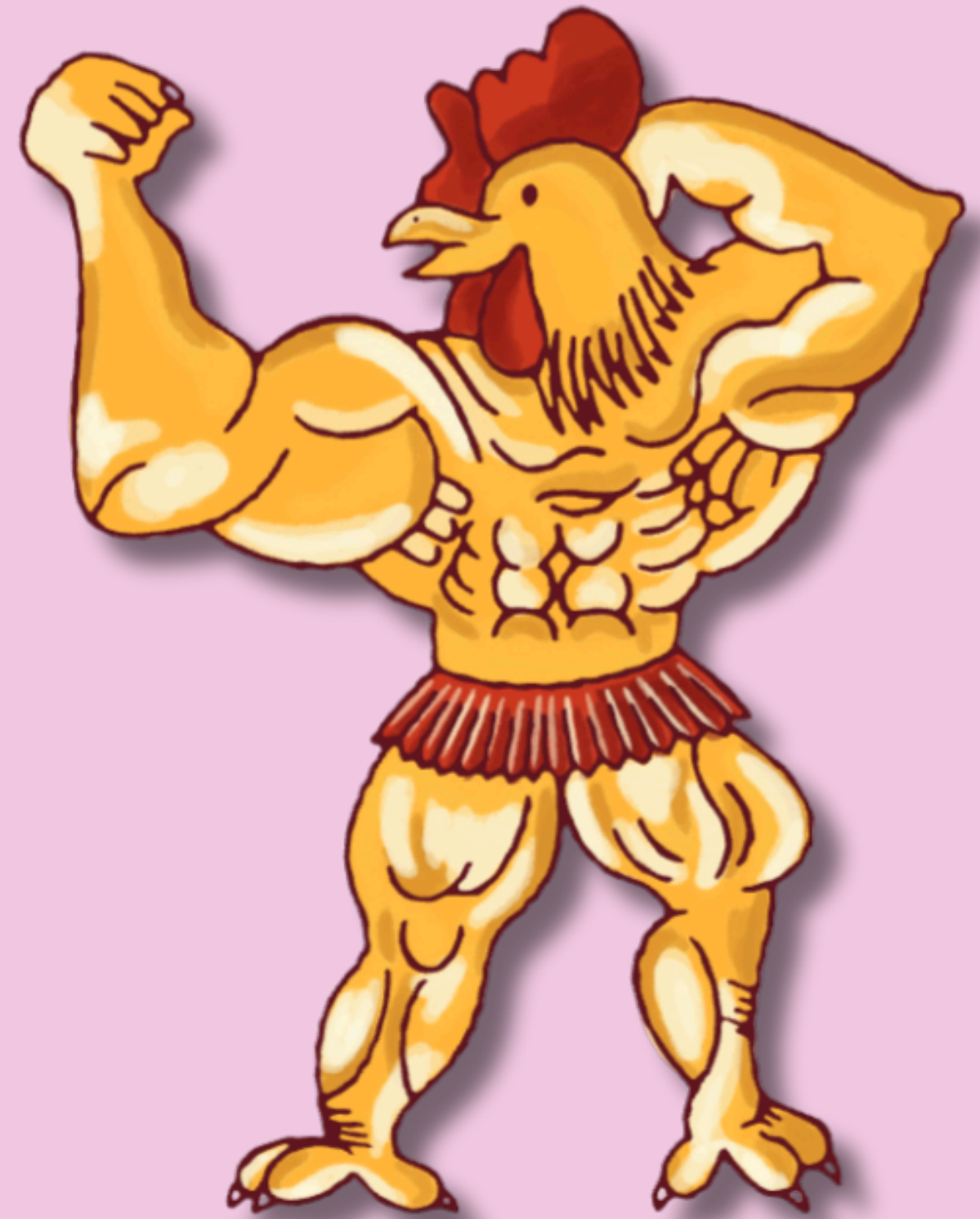
| ITEM | COST | DESCRIPTION | Total = \$25,750 |
|---|---------------|---|------------------|
| Three small/ medium murals with licensing | \$5,000 total | 2-3 murals around the city- one near Union Market, one near Metro Center, and one in Tenleytown created by artist Hamilton Glass | |
| 1,000 stickers | \$250 | Mural Stickers with QR code | |
| App | \$20,000 | App with the following features: <ul style="list-style-type: none">• BotiRun (simple game)• BotiShare (Social media aspect)• BotiOrder (Order-ahead platform for customers) | |
| Boti Match host | \$500 | Nick Rosen would cost about \$500 to be the host for the Boti Match event | |
| | | | |

EVALUATION

| OBJECTIVE | HOW WE'LL MEASURE | TARGET |
|--|---|--|
| Social Media Growth | Track follower count, hashtag usage, and engagement rate on Instagram/TikTok before and after campaign launch | +20% follower growth within 60 days of launch |
| Earned Media Coverage | Monitor press mentions, blog features, and news articles covering Botiwalla DC using Google Alerts and media tracking | +15% increase in earned media coverage within 90 days |
| Daily Orders via App & Direct Channels | Compare average daily orders before and after BotiOrder app launch using in-app analytics and POS data | +30% increase in daily orders within 90 days of app launch |

CONCLUSION

- **Boti's adventurous, outgoing personality, which is connected to community and culture, is reflected in all of these tactics.**
- **We expect that Boti Trail, Boti Match, and Boti App will drive an increase in business for Botiwalla as well as earned media coverage.**



Thank You!

- Community Engagement Team