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Launching In-n-Out Burger in France

MKT4633 Cultural Advertising
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2. Executive Summary

In-N-Out Burger's entrance into France reflects a unique combination of American fast-food culture and France's rich, sophisticated culinary scene. This business decision not only presents the iconic American burger brand, known for its dedication to quality, freshness, and unmatched service to customers, to an entirely new market worldwide, but also tests the brand's ability to connect with the refined palates as well as elevated culinary expectations of the French people. This research digs into the extensive advertising strategy, cultural integration plans, and creative campaign concepts that will ensure a successful launch. It emphasizes the significance of honoring French culinary traditions while introducing In-N-Out's distinct dining experience and brand concept to France, with the goal of creating a harmonic fusion that appeals to both fast-food aficionados and gourmets.

3. Environmental & Local Culture Analysis

When we evaluate a strategic entry of In-N-Out Burger into the French market, it is essential to include a deeply thorough environmental and local culture analysis. It is done so as to tailor the iconic American brand of In-N-Out Burger to the needs and expectations of the French consumers, which are much different from the average American fast food consumer.

France has undoubtedly one of the richest cuisines and tapestries as well as many cultural dimensions such as its language, demographic diversity, unique festivals and holidays, media landscapes, culinary traditions and deeply held values. It presents both challenges and opportunities for In-N-Out Burger when considering a launch strategy that aligns the core identity of In-N-Out Burger with the french values, ensuring a warm reception and long-term success.

Language

To successfully penetrate the French market, In-N-Out will consider the language and local diet as pivotal since they directly influence customer experience, brand perception and marketing effectiveness. In-N-Out needs to communicate in French and use French cultural aspects (holidays, pop culture, artists and other references).

By ensuring a clear communication with its customer, the American fast food company will not only improve operational efficiency and customer service, but it will also enrich its marketing strategies, by making them more relatable and personalized to the French audience.

Local diet and fast-food market for French consumers :

French consumers are also very focused on the quality of the ingredients: fresh produce, meats, and dairy products are highly valued. In-N-Out should prioritize sourcing fresh and local ingredients to align with French expectations.

Bread is a staple in French cuisine, and bakeries are an integral part of French culture. In-N-Out could consider partnering with local bakeries or develop their own freshly baked buns to provide a French touch to their burgers. **Offering French pastries or desserts could be appealing to the French consumer.**

French cuisine often favors simplicity and quality over excessive portion sizes. In-N-Out's focus on fresh ingredients and simple menu options aligns well with this preference. Emphasizing the quality of their ingredients and preparation methods can resonate with French consumers.

French consumers are increasingly interested in the origin and sustainability of their food. In-N-Out will need to highlight its sourcing practices, local suppliers

and farming methods whether sustainable or not. In addition, health-consciousness and dietary preferences are on the rise in France, with an increasing demand for healthier food options. In-N-Out could consider offering lighter menu items, vegetarian or vegan choices, or options with gluten-free alternatives to cater to these preferences.

French dining is often characterized by a relaxed and leisurely pace contrary to the fast paced US vision for “fast-foods”. Moreover, France has a **strong family-oriented culture**, family meals hold significance and sharing meals in family is part of everyday life, when everyone gathers together to eat and share about his day. In-N-Out may want to create an atmosphere that encourages customers to savor their meals and enjoy their dining experience, rather than rushing through their meals quickly. In addition, it can consider creating accommodating family-friendly dining experiences, and offering children's menus or group meal options, to attract families and cater to their needs.

The demand for vegetarian and vegan options is growing in France. In-N-Out could consider incorporating plant-based burger options or vegetarian-friendly menu items to cater to this segment of the market.

French people tend to be demanding for the quality, taste but also the price of the meal. The price/quality and quantity ratio should be well thought and aligned to consumers' perceptions. Usually, a good price for a fast-food meal is around 9€ in France (around 80 KHD) .**The fast-food market in France is highly competitive**, with established local and international chains already operating. In-N-Out would need to differentiate itself through unique branding, high-quality ingredients, and a compelling value proposition. Engaging with the media to highlight these differentiating factors and promoting its entry as an exciting addition to the fast-food scene could help generate media attention.

Demographic Features

As In-N-Out considers the expansion to France, understanding the demographic features of the country is very important because, with this information, the company can efficiently customize its menu, develop a tailored selection of marketing strategies and select strategic locations to meet the different needs and preferences of the French public

France has a population of over 67 million people, making it one of the largest countries in Europe. The population is diverse, consisting of different ethnicities, religions, and cultural backgrounds.

Speaking of religions, France is a country with religious freedom which means that many religions coexist together and want to find brands which can align with their eating habits. For instance, in-N-out should probably consider the Halal and Kosher eating habits and give other options without pork or seafood.

France has a significant urban population, with major metropolitan areas like Paris, Marseille, Lyon, and Toulouse. These urban areas offer a dense customer base and tend to have higher consumer spending. However, considering locations outside major cities can also be advantageous, as rural areas may have less competition and a potentially untapped market.

France is divided into administrative regions, each with its own cultural and culinary traditions. The regional diversity of France offers opportunities to tailor the menu and marketing strategies to local tastes. In fact incorporating regional ingredients or specialties can help create a sense of authenticity and resonate with local customers. For example:

- Provence: located in the southeast of France, is known for its Mediterranean cuisine and abundant use of fresh herbs, olive oil, and vegetables. In-N-Out could incorporate local ingredients like Provençal

herbs, olives, or regional cheeses into their menu items to cater to the distinctive flavors of the region.

- Bordeaux is renowned for its wine production, particularly red wines. In-N-Out could curate a selection of Bordeaux wines to offer alongside their menu items, appealing to the local wine culture. Additionally, incorporating regional products like duck or foie gras into their menu could resonate with the local gastronomy.
- Brittany, located in the northwest, is known for its seafood and coastal cuisine. In-N-Out could consider offering seafood-based burgers or incorporating local seafood specialties like oysters, mussels, or Breton lobster into their menu.
- It is important to note that France has varying income levels across different regions. Major cities generally have higher average incomes, while rural areas may have lower average incomes. In-N-Out can consider pricing strategies that cater to different income segments while maintaining its value proposition.

France has a relatively balanced age distribution, with a significant proportion of the population falling within the working-age range. However, younger demographics often have a higher demand for fast-casual dining options and may be more open to trying international cuisines.

Finally France is one of the world's top tourist destinations, attracting millions of visitors each year. Areas with high tourist traffic, such as Paris, the French

Riviera, and major historical sites, can present opportunities for In-N-Out to capture both local and international customers.

Festival and Holidays

France has many public holidays, such as Bastille Day (14/07), Music's Day (21/06), Easter, Christmas... The company could monetize on these occasions where there is high consumer engagement and spending, allowing In-N-Out to introduce offerings through themed promotions, limited-time menu items, and participation in local events.

Moreover, during these festivities, In-N-Out has the opportunity to demonstrate their appreciation for French culture by engaging with the public and adjusting its marketing to fit the current holiday. Actively participating in the community greatly increases brand acceptance and recognition, which in turn promotes a successful market launch and long-term growth in France.

Media Scenario

France has a diverse media landscape that includes television, radio, print publications, online platforms, and social media. Traditional media outlets like "TF1", "France Télévisions", and "Radio France" continue to be influential, while magazines like "Le Monde" and "Le Figaro" have gained prominence.

French media heavily focuses on culinary culture, with numerous food-related television shows ("top chef"), magazines, and online platforms ("marmiton"). Entering this market would require In-N-Out to engage with food-focused media outlets, participate in interviews, and potentially be featured in culinary programs or publications to generate buzz and build awareness around its brand.

Social media platforms play a significant role in shaping consumer opinions and driving engagement. In-N-Out can leverage popular social media platforms like Instagram, Facebook, and Twitter to connect with the French audience, share visually appealing content, and engage with influencers and food bloggers who have a strong following in the culinary space. Since the food culture is increasingly gaining popularity within online platforms In-N-Out could capitalize on this by engaging with the French audience through visually appealing content such as short videos, with the hope of them going viral. Also signing partnerships with famous french influencers and organizing fun events such as giveaways would definitely increase the engagement and brand receptivity of In-N-out. French consumers are increasingly active in providing feedback and sharing their experiences through online review platforms and social media. In-N-Out would need to actively monitor and engage with online conversations, respond to customer feedback, and maintain a positive online reputation.

Finally, In-N-Out would need to develop effective public relations and marketing strategies to create media buzz surrounding its entry into the French market. This could involve organizing launch events, inviting key media personnel, and collaborating with local influencers or celebrities to generate media coverage and social media buzz.

Key Personal Values

Even if each individual is different, the main values that define the French society are:

- appreciation for **quality and tradition** in various aspects of life, **including food**. They value fresh, locally sourced ingredients, artisanal preparation methods, and **culinary heritage**

- food is a central part of the culture and French people value **taste and gastronomy**, appreciating well-balanced flavors, culinary creativity, and food that provides a pleasurable sensory experience. In-N-Out can focus on delivering flavorful and satisfying menu options to align with this value
- **health-consciousness**, and people are increasingly mindful of their well-being. Offering healthier menu choices, such as options with fresh ingredients, lower calorie counts, or vegetarian/vegan alternatives, can appeal to this value and attract a wider range of customers
- appreciation for **simplicity and authenticity**. They value food that is prepared with minimal fuss, allowing the natural flavors to shine
- commitment to eco-friendly practices and environmental sustainability, using biodegradable packaging materials or supporting local suppliers, can align with this value and resonate with environmentally conscious consumers
- importance on socializing and enjoying meals together. French people value the social aspect of dining, viewing it as an opportunity to connect with family and friends. In-N-Out can create a welcoming and convivial atmosphere in its restaurants, encouraging customers to enjoy their meals in a relaxed and social setting
- individuality and artistic expression. In-N-Out could incorporate elements of creativity and personalization into its offerings, allowing

customers to customize their orders or experiment with different flavors and toppings.

We can also analyze the key cultural dimensions within the Hofstede framework that may be relevant to In-N-Out when launching restaurants in France:

Power Distance: France has a moderate power distance, meaning there is some acceptance of hierarchical structures and authority.

Individualism vs. Collectivism: France tends to lean towards individualism, valuing personal achievement and independence. In-N-Out can emphasize individual choice and personalization in its menu options, allowing customers to customize their orders to align with this value.

Masculinity vs. Femininity: France is characterized as having a slightly higher inclination towards femininity. This emphasizes the importance of quality of life, work-life balance, and interpersonal relationships. In-N-Out can consider incorporating family-friendly elements and promoting a positive work environment to align with this cultural value.

Uncertainty Avoidance: France has a moderate to high level of uncertainty avoidance, indicating a preference for rules, structure, and predictability. In-N-Out should ensure clear procedures, transparent pricing, and adherence to local regulations to address this cultural dimension.

Long-Term Orientation: France generally has a balanced approach to long-term orientation, valuing both tradition and adaptation to change.

In-N-Out can strike a balance by respecting local culinary traditions while also introducing new and innovative menu items to cater to evolving tastes and preferences.

Indulgence vs. Restraint: France tends to lean towards indulgence, valuing pleasure, and enjoying life. In-N-Out can tap into this cultural dimension by promoting the pleasurable aspects of their food, highlighting the taste, quality, and sensory experience that their menu can offer.

4. Product/service Description:

To enter the French market In-N-Out should develop a new menu with a nationalistic flavor, richer in protein and less caloric adapted to the healthy diet of French people and similar to a sportsman's diet to adapt the brand to the context of the 2024 Paris Olympic Games. The offering is composed of a menu with a burger with the beef slowly cooked with red wine to remind the customer a french dish called "boeuf bourguignon" that every family eats on Sundays. This burger will not include bread but two pieces of fried potato and the dessert will be a fruit salad. Finally, the customer can choose wine as the drink if he wants.

The product used are going seasoned products from French organic farms and and the packagings should include recycled materials or be biodegradable. For vegan and vegetarians the meat can be replaced by proteins coming from lentils and chickpeas cooked in wine and formed as a steak in the burger. The price will be settled around 10 euros.

5. Target Market Specification

Deciding on a target market is vital to the overall theme of an advertising strategy, as each age group and demographic have their own behavioural or psychographic characteristics that need to be considered. Moreover, the number of consumers who comprise each target segment can drastically affect the future growth potential and strategic development purposes.

After considering the criteria to specify target market segments, the French population can be divided into **six target segments** based on age and family type, these being: children younger than 15 to 19 years old (23.55%), young adults aged 20-34 (17.25%), middle aged adults aged 35-64 (37.95%), elderly aged 64 and older (21.26%), households with children (10.6 million), and households without children (7.9 million)(Insee, 2023). These are the target market segments believed to be the most relevant when planning an advertising strategy for In n' Out. However, it should be noted that there is overlap with these segments, particularly with children, young adults and households with children, as statistics that measure the number of French families with children consider anyone until the age of 25 as a child. Though, in reality, most would consider a person above the age of 18 to be a young adult. As such, there will be overlap, which should not affect the selection of a target market.

When examining the characteristics of each target segment, **two distinct differences for each segment become clear**: youth tend to be more open and willing experience different cultures' aspects, while more older consumers tend to be rigid in their openness to trying new things as they have already developed a sense of brand loyalty and identity that they formed in their youth. As such, with brands such as In n' Out, the trend that advertising strategies tend to follow is that of promoting the hip and cool nature of the brand due to it being foreign. Another brand that has capitalised on this is Five Guys, seeing the brand open restaurants in locations across the world that captures a sense of unique

“American culture”. Due to this, the same can be done for In n’ Out, which is why **one of the target segments that will be focused on is youth aged 20-34**. This is mainly because psychographically, youth tend to be more individualistic and experience-focused, while behaviourally, they are still susceptible to brand loyalty. Youth love to try new things and experience new cultures, making the introduction of an American-style burger joint that is seen as uniquely “American” due to its limited availability, attractive to young consumers.

Another target segment to focus on is families, this is due to families including youths, allowing for brand loyalty to develop early within the youths, creating an avenue for future growth potential. Additionally, burgers have historically been associated as a family meal within America, bringing this into France as part of the American culture that In n’ Out represents allows for increased popularity within a different segment as parents will want to please their children and treat them with tasty food. Moreover, within France, the strong family-oriented culture and family meals is a great cultural aspect that In n’ Out can tap into to help advertise their brand to families as a great way for families to experience foreign culture that understands French culture.

6. Advertising Strategy Formulation

Central theme “Quality Meets Tradition”

The core ideology of the "Quality Meets Tradition," slogan is the strong belief of using only the freshest and finest ingredients yet continuing on the great culinary tradition that France is so famous for. Through this theme, the story will become a bridge between the American fast-food culture and the French love for gastronomy, offering the audience the well-known high-quality ingredients and traditional tastes they are looking for. On so doing, In-N-Out

Burger aims at being more than just among fast food chains but one that is fully integrated into the local food culture.

Execution Style

The campaign is centered around the opposites being put together and cultural integration: Amid playfulness and reverence, In-N-Out's traditional American menu items are juxtaposed with the universally acclaimed French delicacies. Picture the comical discordance that would ensue as the traditional French chefs or historical figures would attend for the first time and made such a revelation. Their reactions, fluctuating from a look of surprise and delighting to the funny face, verily accentuate the brand's efforts in freshness and quality. The brand has tried to elevate fast food to a higher level of cultivation and sweetness by combining it with French gastronomy.

Emphasizing Popularity and Exclusivity

Brand Prestige: Americans have a cult-like affection for In-N-Out Burger, where the food is simple but of a high quality, and the service puts customers first. It has even become one of the essential stops for travelers in the U.S. as a result of its well-deserved reputation when it comes to taste and consistency (together with the secret menu that adds to its appeal). Underlining such qualities can stir a curiosity of the French audience that will equally attach to the brand's background and quality of products.

Integration with French Food Culture: Honoring the refinement of French food culture will appeal to local clients involving In-N-Out as an experience that is aligned with rather than against the local cuisine. Stress on brand's attention to its selectiveness and it's main purpose of quality over quantity and of course to adhere with the principles of French cuisine.

Limited-Time Campaigns

Summer Olympics 2024: The marketing efforts of In-N-Out to enter the french market and to promote its menu would use the Paris summer Olympics as a the cultural context and the event in the advertisement.



Seasonal Ingredients Campaign: Bringing out a short-term promotion campaign that exhibits the blending of French seasonal ingredients with American fast-food in order to unite the American fast-food tradition with French culinary heritage. Take into consideration something like "Truffle-Infused Double Double" in recipes that include truffle during the truffle season or "Ratatouille Animal Style" burger during the hot summer days.

American-French Fusion Menu: The addition of limited-edition items that incorporate both American and French tastes in their flavor like a "Croque Monsieur Burger" or a "French onion Soup Fries" can be a wonderful

connection between the two countries which could be the first of its kind type of experience when the French customers eat it.

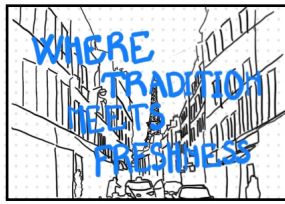
Special Campaigns for Holidays and Events

Bastille Day Celebration: Celebrate French national pride with promotions like a discount for customers wearing blue, white, and red, or a Bastille Day menu. Through this, you are actually willing to show French by respect and passion for history and culture.

American Thanksgiving in France: Offering Thanksgiving burger or dinner for the Americans living in Paris and the young Parisiens willing to try Thanksgiving holiday. Depending on the product, this might include taste of cranberry, turkey, and stuffing which gives a hint of American culture.

Collaborative Events with Local Businesses: Work with some French local wineries or cheese producers to develop once-a -month events, matching In-N-Out's products with world-famous French wines or cheese. A way to demonstrate this would be arranging tasting events that will present ideas such as the food compatibility between American burgers and French cuisine's main ingredients.

Storyboard



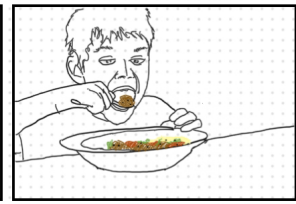
Scene 1: Parisian Street (Daytime)
Audio: French accordion music plays softly



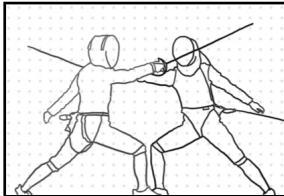
Scene 2: Inside a French kitchen
Mother preparing food for her child



Scene 3: a la beef bourguignon



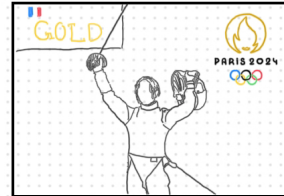
Scene 4: Child eats it happily



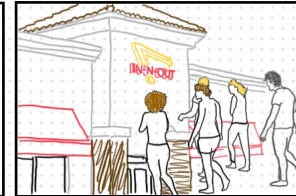
Scene 5: Child seen practicing fencing



Scene 6: Transition scene



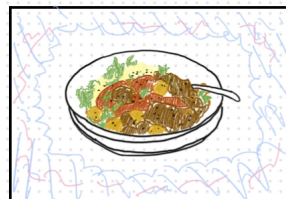
Scene 7: The child has grown up and won gold at the Paris 2024 Olympics for fencing



Scene 8: The winner is seen celebrating with his friends by going to an IN n' Out



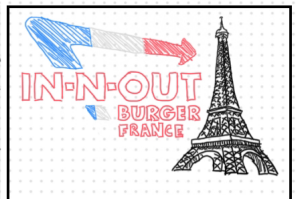
Scene 9: They are looking at the menu and he spots the same food from his childhood



Scene 10: He reminisces about eating it as a child



Scene 11: The group is happily eating

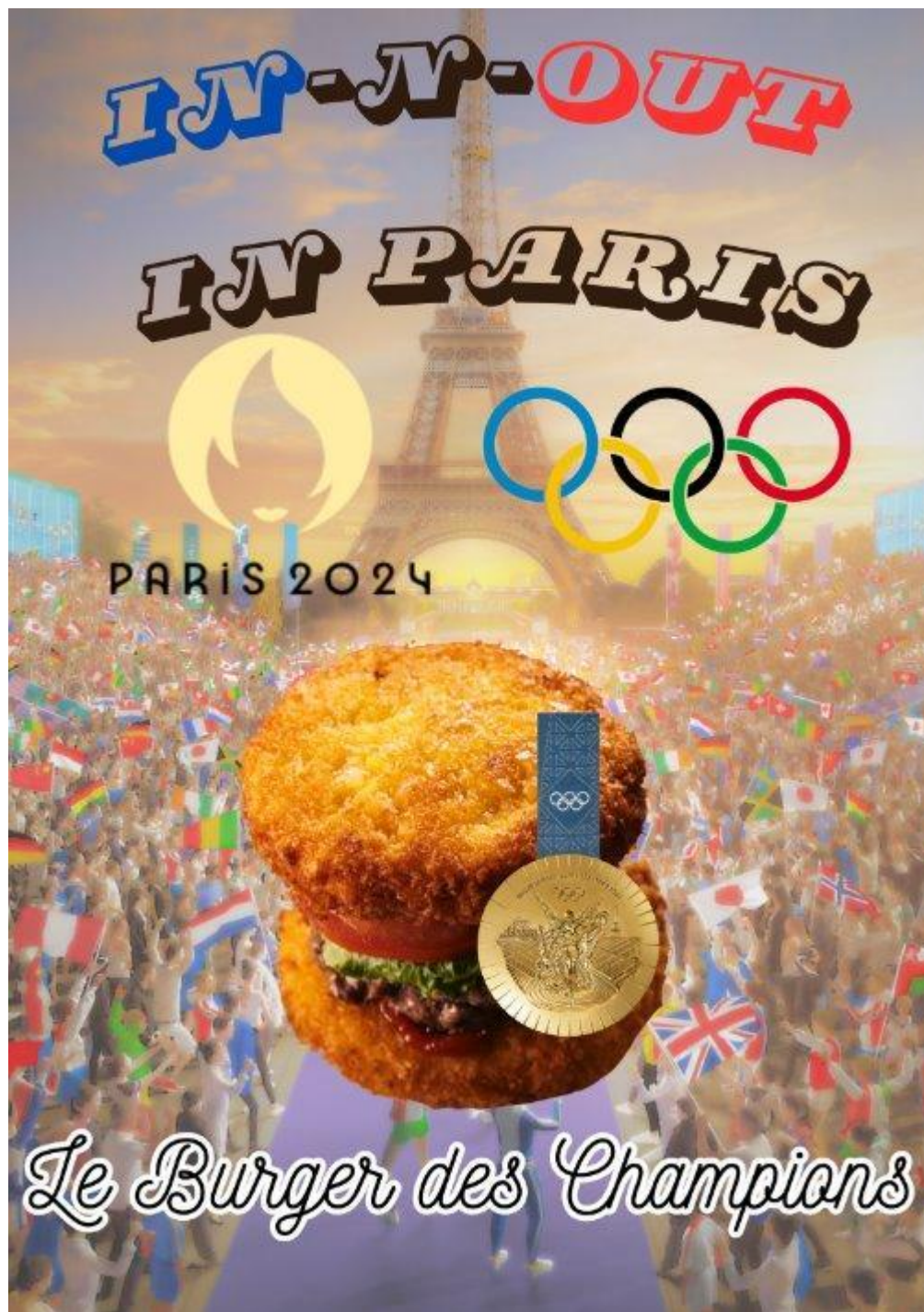


Scene 12: Pan out to In n' Out logo and Eiffel tower in background

The main theme of the video ad is to convey a heartfelt message and to pull on the heartstrings of French consumers by showcasing an everyday French child becoming a gold medalist for France. Using the boeuf bourguignon, which is a classic French dish enjoyed by families, we believe that we can form a deep emotional and cultural connection to the French consumer market, making In n' Out seem relatable and in touch with local customs.

In between Scene 10 and Scene 11, there will be a close-up shot of the In n' Out fusion burger that uses boeuf bourguignon meat as the patty meat sandwiched between two fried potatoes instead of burger buns. This will be done to highlight our "Quality Meets Tradition" advertising strategy and will show how In n' Out's French menu is inspired by French cuisine.

Print Ad



Our print ad aims to use the hype and excitement around the Paris 2024 Olympics to create an atmosphere that supports the introduction of In n' Out into the French market. By showcasing our feature fusion boeuf bourguignon burger, we believe that it can create buzz around the menu item. Moreover, the use of the text “Le Burger des Champions (The champion’s burger)” will help

further support the mindset that the burger is associated with winning and victory, giving it a positive image, pushing consumers to view it favourably.

Media plan

Media Vehicles:

Online Media :

Social Media Platforms: In-N-Out can leverage well-known social media platforms such as Instagram, Facebook, Twitter, and TikTok in France. These platforms offer the opportunity to share content, target advertisements, and engage with potential customers. With a high number of active users, social media provides a wide audience reach. According to Statista, there were 48.71 million social media users in France in 2022, accounting for 74 percent of the country's population. Advertising on these platforms increases the chances of reaching potential customers. By creating visually appealing content and engaging with users, In-N-Out can generate excitement and influence the youth's decision-making process. Additionally, partnering with influencers on these platforms can further enhance brand visibility, as France has a mature influencer marketing industry.

Online Food Platforms: Advertising on popular online food platforms like UberEATS, Deliveroo, and Just Eat allows In-N-Out to tap into the growing demand for food delivery services in France. These platforms provide access to a wider audience and promote In-N-Out's menu through easily accessible websites. The significant increase in food delivery demand, particularly due to the impact of COVID-19, makes advertising through these platforms highly beneficial. For instance, in 2023, the UberEATS app recorded close to 2.5 million downloads, highlighting the service's impact on French society.

Offline media :

Traditional Broadcast Media: Utilizing television and radio advertising, such as on France 2, France Inter, and RTL, allows In-N-Out to reach a substantial portion of the French population. Although TV and radio may not have the same reach as social media, they are deeply ingrained in French culture. According to Statista, 73 percent of French people claim to watch television every day, spending an average of 219 minutes in front of their TV sets. By leveraging TV commercials and radio advertisements, In-N-Out can raise awareness of its availability in France, it would enable In-N-Out to showcase its offerings through visually appealing commercials, reaching viewers across different age groups and demographics.

Print Advertising: Print advertising in newspapers like "Le Figaro" or "Le Monde" and magazines such as "Le Figaro Magazine" or Paris Match offers an important media vehicle for In-N-Out in France. These publications cover various topics, including culture, lifestyle, and food, providing a suitable platform for In-N-Out's implementation in the country. While the number of French readers may be lower compared to other media channels, it is still essential to consider their reach. Approximately 30 percent of French individuals regularly read a national or regional daily newspaper or general news magazine, making it an effective way to reach older target audiences.

Outdoor Advertising: Outdoor advertising, including billboards, bus stops, metro digital screens, and flyers, plays a significant role in spreading awareness of In-N-Out in France. These advertisements would be seen in high-traffic areas of major cities such as Paris and Marseille and many other big cities, where they

can capture the attention of pedestrians, commuters, and drivers. In 2023, the Out-of-Home advertising revenue in France amounted to 1.29 billion euros, demonstrating the market's size, reach, and visibility. By utilizing outdoor advertising, In-N-Out can effectively increase brand awareness and visibility

Conclusion

In conclusion, the entrance of In n' Out into France requires careful consideration of the local culture, culinary traditions, and consumer preferences. The French market has unique demographic features and key personal values that pose a challenge for brands looking to enter the country. Adapting to the French market entails strategic adjustments in language, menu offerings, sourcing practices, and also tailoring the dining experience to French demographic features and key personal values. By honoring French culinary traditions, such as by emphasizing quality ingredients, In n' Out can position itself as a unique and appealing option for French consumers. Focusing on a target market segment of youths aged 20-34 and families with children will prove beneficial for future potential market growth due to their susceptibility to brand loyalty, general interest in foreign cultures, and France's strong family-culture. A well-executed marketing and advertising strategy that focuses on "Quality Meeting Tradition" will help boost the appealability within France due to its reputation as a culinary powerhouse. Moreover, leveraging social media will be crucial in establishing brand awareness and connecting with the target audience. With diligent planning, cultural integration, and a commitment to meeting French consumer's needs and wants, In n' Out has the potential to successfully captivate the hearts and taste buds of French consumers, contributing to the vibrant food landscape in France.

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