

Turkish culture has a presence in the Dutch restaurant industry, but it focuses mainly on Middle Eastern cuisine. The project examines the link between conservative Islamic subculture among Dutch citizens of Turkish background and their role in the restaurant industry. The thesis proposes that bridging secular Turkish culture and secular Dutch culture could foster better integration and benefit Dutch society.

Brands that can forge a deep connection with culture are more likely to resonate with consumers and build brand loyalty.



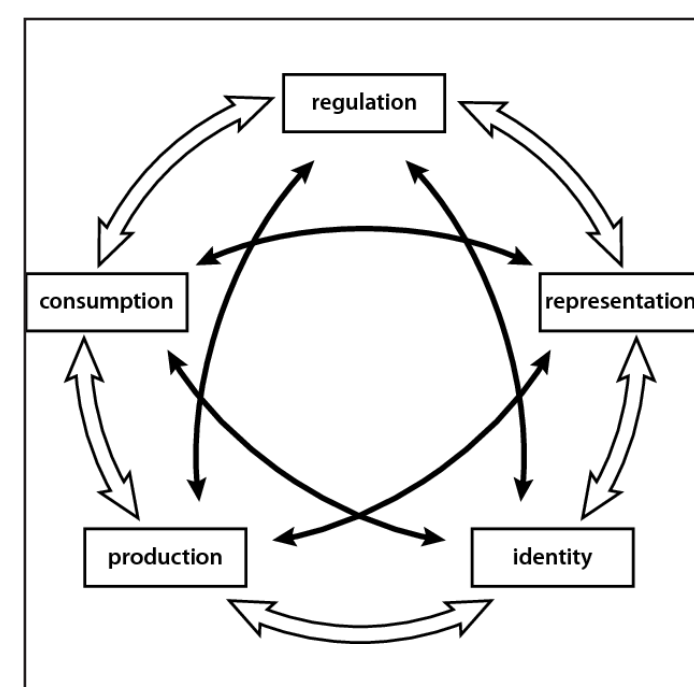
# FOOD AS THE WAY OF INTEGRATION

## Strategic Marketing of Traditional Turkish Gastronomy in the Netherlands Could Lead to Achieve Better Integration

Circuit of Culture analysis reveals that the majority of Turkish restaurants in The Hague exhibit strong conservative Islamic characteristics, primarily catering to the Muslim population in the city. Market research indicates that fast-food consumption is prevalent, particularly during social gatherings. There is a growing demand for healthier and fresher fast-food options. In Turkey, "Midye Dolma," a traditional recipe of rice-filled mussels, is widely consumed during nightlife.

A brand is being built with the name 'Midye' (meaning 'mussel' in Turkish), positioned in the market for nutritious drink companions to address a market gap. The brand's purpose is to promote better integration by attracting customers with different culture, embodying a personality that is delicious, sustainable, and wholesome. The launch campaign communicates the key message of "come, whoever you are" through various touchpoints.

To forge a deep connection with consumers, maintaining the brand purpose consistently across all activities is crucial. This includes integrating brand-related wearables for employees, aligning establishment interiors with the brand identity, and creating captivating food packaging. These efforts enhance the brand experience and strengthen the desired connection with the target audience.



The Circuit of Culture Model



Midye Dolma: Rice Filled Mussels



The Logo of the Developed Brand



Advertisement Poster for the Brand



Midye Foodtruck for the Launch Campaign



QR Code of the Commercial Video

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