

1890 Market
Oklahoma State University

Introduction:

In response to student feedback, University Dining Services has rebranded and redesigned the 1890 Market to better meet campus dining needs. A key improvement includes expanded refrigeration to offer a wider variety of fresh produce, dairy, and essential grocery items. By prioritizing fresh, high-quality ingredients, we ensure that even our grab-and-go meals provide nutritious and appealing options. From crisp salads to hearty grain bowls, our daily in-house preparation guarantees freshness and flexibility, allowing us to introduce seasonal specials and keep the menu exciting year-round.

Essay:

Each year, University Dining Services surveys students for feedback on campus dining. A frequent request has been for more fresh produce and grocery-style options. To meet this demand, 1890 Market has been redesigned with expanded refrigeration to offer a broader selection of fresh dairy, produce, and essential groceries.

Grab-and-go meals now include crisp salads, fresh-cut fruits, veggie snack packs, and heartier options like roasted vegetables and grain bowls. These meals, freshly prepared on campus, ensure high quality, nutrition, and variety. Additionally, the flexibility of in-house preparation allows for seasonal specials and rotating offerings, keeping dining exciting. Through these improvements, 1890 Market enhances convenience, freshness, and student satisfaction.

Introduction:

The 1890 Market was designed for seamless shopping, optimizing customer flow and product placement. Rigorous testing ensured an efficient layout, reducing congestion and guiding shoppers naturally. Bright and inviting, the space features large windows for natural light, vibrant colors, and modern displays that enhance the shopping experience. This thoughtful design aligns with industry trends favoring open, contemporary retail spaces, making the market both functional and visually appealing.

Essay:

At 1890 Market, food presentation is both visually appealing and strategically designed to attract customers. Sleek, open coolers not only highlight fresh items but also maintain optimal temperatures to ensure quality and freshness. Efficient lighting enhances the natural colors of produce, making them as vibrant as they taste.

Beyond refrigeration, the market's design incorporates cohesive signage, clear labels, and thoughtfully arranged baskets to create an inviting and organized shopping experience. A consistent color theme ties everything together, guiding customers effortlessly through the space. These elements make selecting fresh, high-quality products simple and enjoyable, reinforcing 1890 Market as a convenient and engaging campus destination.

Introduction:

To introduce 1890 Market to the campus community, marketing efforts focused on reaching students, faculty and staff through social media—their most active platform. Social media allowed for quick engagement and effective communication of the market's updates and offerings. Additionally, printed flyers and posters were distributed within the Central Market Place, reinforcing 1890 Market's role in campus dining. Orientation handouts and articles from Oklahoma State's Brand Management team further highlighted the transformation. Clear informational signage and dynamic product displays enhanced the in-person experience, ensuring a welcoming and engaging shopping environment for all.

Essay:

1890 Market's introduction to campus relied on a strategic marketing approach tailored to the university community. Social media was the primary tool, effectively reaching students, faculty, and staff with engaging content about the market's offerings. Flyers and posters placed within the Central Market Place further reinforced awareness, while orientation handouts introduced new students and families to the revamped space. Oklahoma State's Brand Management team also published articles detailing the transformation, ensuring a broader audience was informed.

Beyond marketing, in-person engagement was enhanced through thoughtful design. Clear signage provided easy navigation, while rotating display tables showcased seasonal items and a featured recipe station encouraged students to explore new meal ideas. Grab-and-go specials further kept the shopping experience exciting. By combining digital outreach with an inviting physical environment, 1890 Market successfully established itself as a fresh, dynamic, and essential part of campus dining.

Introduction:

1890 Market's specialty diet section is thoughtfully curated to meet the diverse dietary needs of the campus community. Offering a wide variety of gluten-free, vegan, and halal options, the market ensures that all students and staff can find delicious, inclusive food choices. This space promotes accessibility, convenience, and confidence in shopping for specialty diets.

Essay:

At 1890 Market, inclusivity is a top priority—especially when it comes to dietary needs. The specialty diet section offers a wide range of gluten-free, vegan, and ethically sourced halal products, ensuring that all customers can find satisfying and nutritious options. Whether you need dairy alternatives, plant-based snacks, or gluten-free staples, the market's carefully selected items support a variety of lifestyles and restrictions.

This section is more than just a product offering; it reflects a commitment to accessibility and wellness. Students and staff can shop with confidence, knowing they'll find food that aligns with their dietary preferences or requirements. The space includes everything from fresh produce and wholesome grains to gluten-free baked goods and plant-based proteins.

By providing these options in a convenient, centralized location, 1890 Market makes specialty diet shopping easy and enjoyable. The goal is to create a welcoming environment where all members of the campus community feel seen, supported, and empowered to make choices that fit their needs.

Introduction:

Following its relocation and rebrand, 1890 Market aimed to surpass previous transaction volumes and revenue. With an expanded space, refreshed concept, and broader product selection, the goal was to attract more customers and boost sales. By enhancing the dining experience through new products, seasonal promotions, and unique offerings, the market sought to exceed past financial benchmarks. The rebrand also created opportunities to increase foot traffic and customer engagement. These efforts proved successful, with 77% of surveyed students reporting satisfaction with their 1890 Market experience, reinforcing a strong foundation for continued growth and long-term success.

Essay:

The financial goals of 1890 Market's rebrand and relocation were focused on surpassing past transaction volumes and revenue. With an improved layout, expanded offerings, and a refreshed concept, the market aimed to attract more customers and increase sales across all departments. By enhancing the overall shopping experience, introducing new products, and running seasonal promotions, 1890 Market created an engaging environment that encouraged more frequent visits and purchases.

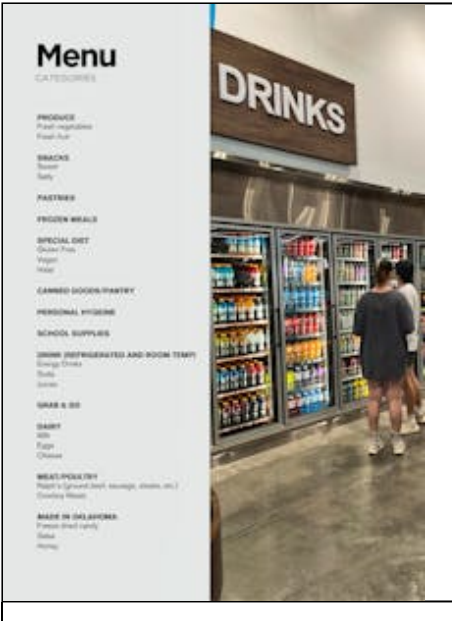
The rebranding effort not only revitalized the space but also strengthened customer engagement. Clear signage, diverse product selections, and specialty diet sections helped ensure a positive shopping experience. As a result, 77% of surveyed students expressed satisfaction with the market, reflecting the success of these improvements. Increased foot traffic and strong customer feedback positioned 1890 Market for long-term growth and financial success.

Beyond immediate revenue goals, these strategic changes laid the groundwork for future expansion and adaptability. By continuously introducing new offerings and responding to customer preferences, 1890 Market remains a dynamic part of campus life, ensuring sustained profitability and student satisfaction for years to come.

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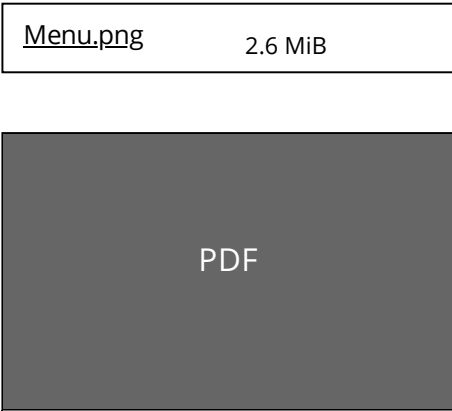





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