



CLIENT

A mid-priced casual dining restaurant in Mumbai

THE CHALLENGE

To identify positioning and branding opportunities to help the client expand into a chain.

OUR APPROACH

Brandscapes recommended a benchmark research on attitudes to eating out, followed by regular tracking to sense consumer behavior. We utilised special research methods to capture reactions of diners in a holistic manner, recognizing that they use their six senses to make decisions about restaurants.

THE WINNING INSIGHTS™

The research identified that people eat out to feel a sense of joy and happiness, which led to “Happy Eating” as the central theme for their brand identity.

THE RESULTS

The client developed a new brand identity and values to define the brand experience of their chain, and are in the process of rolling it out across Mumbai.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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