



Sugoi of a brand *

Sugoi Case Story



The restaurant industry is no easy place for a newcomer. Most people trying to start a restaurant fail miserably early on; some can hang for a couple of months before crashing down. It falls squarely on the management of restaurants and their parent companies to balance their attention in outreach and marketing plus constant focus on food and quality.

Even harder than simply opening a new restaurant is opening a restaurant that breaks from the mold entirely but does so in traditional ways preserving the cultures they fused. Sugoï is one of those companies. A Japanese Latino fusion found in the heart of London, its bold concept and execution has captivated the people and especially the youth of London in an entirely new way. fully in this client. If you are ever in London and are in the mood for a restaurant that will astonish your taste buds with something unique and fresh, go Sugoï!





The owners of Sugoi reached out to the agency to create the brand's inception from their dream and knowledge of the market-based in London and the growing potential for a Latino-Asian fusion. Knowing that they wanted to appeal to a young audience and integrate two cultures, we had to find a simple yet all-encompassing brand for the company. We began by creating a name representing what the owners were envisioning when they first started their concept. That's when we knew that we had to base a name off the 3F's (It's fresh, it's fast,

and it's fun), and in other words, for a market not used to a company of this nature, it's incredible. In addition, Sugoi is a Japanese superlative; it's an exclamation linked to the positive admiration of talent or power; the word is often used in Japan as something extraordinary, cool, or awesome. We also added the JPN to the name to recall and recall to customers Japanese cuisine but done so in a way that doesn't disassociate from its Latin roots. We then began designing and conceiving a simple, eye-catching logo, malleable and

Japanese-oriented. That is why we created the smiling sushi chef in a modern Asian graphic design; its elements take from design styles similar to "hello kitty," making it rather refreshing and captivating, especially for the younger market that Sugoi is looking in London. The quality of the logo and the name also gave a large sum of professionalism when first entering the market, which allowed a much more rapid integration with the market and made forming a customer base much simpler and faster.



We also created social media campaigns for Sugoi making phrases and slogans like "It's not sushi, it's not taco, it's Sugoi!" Simple yet catching words that can excite a customer about trying something new, but with elements of all the traditional favorites such as a taco. Working with Sugoi, we got involved in the building and designing almost all the facets of the company, from apparel with the company brand to the storefront design itself. It was refreshing to work with a client in so many different elements and stages, from inception to execution, strategy to market content, and so many different objects and designs that allowed us to immerse our team.



If you have a company that's looking to go to the next level, contact us, and write the new chapter of your story.

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