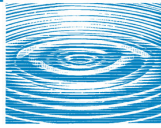




KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



Creating a New Better Burger Concept

Bringing World Class Strategies and Designs to Saudi Arabia

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Bringing World-Class Strategies and Designs to Saudi Arabia

The Objective

King-Casey was selected by an investment group in Saudi Arabia to develop a new restaurant concept in response to the popular and growing “better burger” category in the region. The goal was to develop a powerful new brand concept and store design that surpassed all other competing burger concepts. Drawing from decades of experience working with the world’s most prestigious and successful QSR and Fast-Casual concepts, King-Casey created a concept that was visually compelling from a brand recognition standpoint, highly functional in its operations, drew from King-Casey proprietary database of best practices, and embraced 3-Dimensional branding strategies that showcased the concept’s “fresh, made-to-order” attribute and delivered a highly desirable, memorable, customer experience.

King-Casey’s Approach

King-Casey developed sound strategies and design solutions that helped our client realize its desired business objectives. With the comprehensive range of services we provide, King-Casey delivered true, “turn-key” solutions (both front and back-of-house). By following a structured, step-by-step process, King-Casey developed branding and design solutions that mapped to strategic business objectives and surpassed customer needs.

Phase 1: Concept Positioning and Design Strategy. Before any designs were developed, King-Casey studied the market, audited competing concepts, and worked closely with the client to identify the key business objectives, as well as capturing the client’s vision for the new concept. These objectives, findings and defining attributes were documented and published as a lucid concept positioning and design strategy. Collectively, these critical documents were the roadmap used by the client and King-Casey to all of the creative designs and decisions that followed.

Phase 2: Creating a Brand Identity. Working with the client, the name “Burger 8” was selected. In part because it reflected the brand’s eight signature sauces, and because of the unique design and branding opportunities the “8” provided. With a name agreed upon, King-Casey developed a brand identity (logo) to reflect the essence and personality of the new concept. The brand identity influences the look and feel of the entire restaurant experience, and supports the creation of a proprietary and memorable 3-dimensional branded environment.

Phase 3: Creation of a New Restaurant Concept. Using the brand positioning and design strategy as a guide, King-Casey developed a layout and design concepts that contributed to a proprietary, 3-D branded environment. This comprehensive concept package included: site plan and drive-thru layout, exterior trade dress,

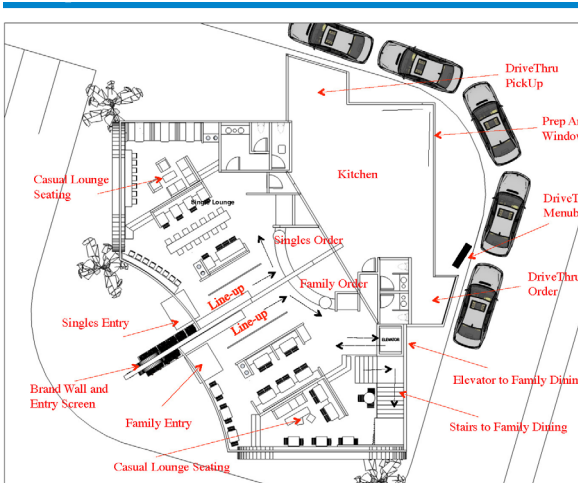
primary signage, floorplan and customer flow, detailed kitchen design and operations flow, interior design, colors, materials, fixtures, customer communications, uniforms, food packaging, and various branded merchandising concepts. The resulting design concept package provided the client and the designated architect with a roadmap for building-out a world-class better-burger concept. One that is responsive to meeting the client’s business objectives and key customer needs.

Phase 4: Supervision of the Architectural Design Development Drawing Package. King-Casey’s worked closely with the project’s designated architectural team, who in turn took King-Casey’s design “concepts” and developed an architectural design development drawing package. From this, the client was able to develop costing estimates for the build-out of the new restaurant concept. In turn, a comprehensive architectural construction document package was developed. King-Casey provided ongoing review and oversight to guarantee that the intended strategies and designs were never compromised as the project approached the build-out phase.

Phase 5: Ensuring Conformance with a Brand & Design Standards Manual. King-Casey developed an illustrated document that provides specific criteria and guidelines for Burger 8’s branding and design. The manual ensures that new restaurant concepts are never compromised or misused. Having such a manual is critical to the successful marketing, franchising and expansion of a brand concept.



New brand identities were created in both English and Arabic.



Site plans and drive-thru traffic configurations were developed to maximize the use of the available real estate for the prototype location (above left).

King-Casey's kitchen design team developed a back-of-house layout and operations flow, and specified equipment that would optimize productivity and speed thru-put (above right).

Preliminary black and white sketches zeroed in on the designs that made Burger 8 unique and memorable via 3-D branding (right).



Exterior Material Palette



Furniture



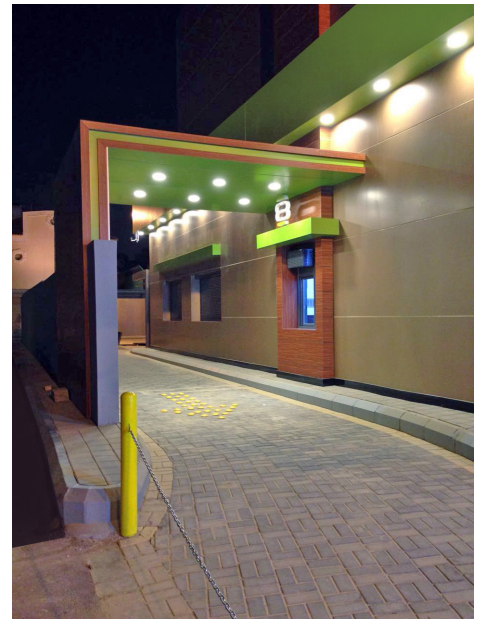
Interior Material Palette

Lighting

King-Casey developed a comprehensive decor package (left) and worked closely with the project architectural team to further refine concepts during design development, ultimately leading to the final architectural construction document drawing package.

Final design concepts for the interior and exterior elements were developed as realistic color renderings (below) which insured clarity of design intent for the entire project team, and established lucid standards for inclusion in the Brand Standards and Design Guidelines manual.





The look of Burger 8 is a visual extension of the brand and its key attributes (energetic, modern, youthful, distinctive, dynamic).



A few examples (above) of Burger 8's branding as applied to various applications (uniforms, food packaging, and delivery vehicles).

About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S., with regional offices in the Middle East and Latin America. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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