



CASE STUDY

- LA PORCHETTA -

BEFORE

An existing restaurant chain with five locations in London for twenty-one years. Family-run, their business positioning was 'The Heart of Italian Food in London'. Their brand was unclear and inconsistent through the décor, locations and menu.

NOW

POSITION

We re-positioned La Porchetta as a vibrant Italian restaurant group with a new strapline of '*Seasoned with Gusto*', which expresses their energetic spirit and their hands-on approach to cooking and their business.

MENU

Their menu is now focussed on the La Porchetta name - with a pork section and a more premium, expert angle in their communications that highlights the authenticity of the food. We also created a signature dish called the **TRUFFLE PIG PIZZA**.

LOGO

We re-designed their pig character emblem, making it more iconic and symbolic. It has now been used across merchandise and uniforms.



NEW LOGO DESIGN



NEW MENU

Seasoned with Gusto!

NEW STRAPLINE

