



CASE STUDY

- THE FORAGERS -



BEFORE

A pub in St Albans that needed differentiating from the competition.
They needed a new angle to direct the business.

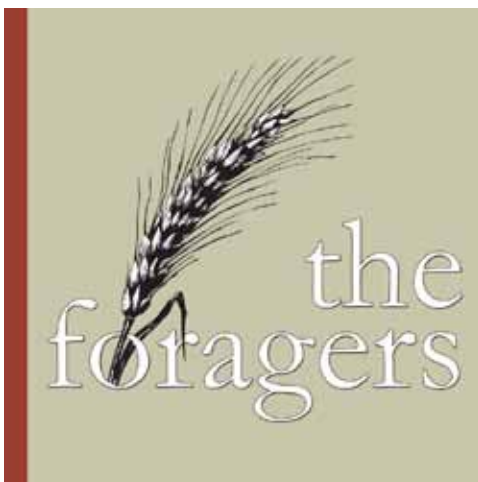
NOW

Focussing on the business name and the owners' personal network of foragers who shoot game locally and use foraged food in their cooking, we made this the centre of their business.

The Foragers have been re-positioned as a nomadic group of hunters and gatherers, who forage from the wild and serve up their findings at their pub and other pop-up locations.

We extended their role in the foraging community by re-positioning them as the centre of the Foraging movement, acting as a central networking point and collection of expertise for fellow foragers. They now run events, foraging tours and talks on the topics at their pub.

We have re-designed their website, menu, a seed pack that is given to visiting customers and a Foraging Cookbook.



OLD LOGO



NEW LOGO & NEW STRAPLINE