

## MEKIKO CANTINA

### BRAND & LOGO DEVELOPMENT | CREATIVE BRIEF

#### 1. PROJECT STRATEGY

##### 1a. OVERVIEW THE COMPANY - *History, personality, and values*

###### *What are the core values and what does the brand stand for?*

At Mekiko Cantina, our inspiration comes from four generations of Delgado family recipes. Our legacy traces back to Maria Fajardo, the Delgado family matriarch, who cooked for copper miners in pre-depression Arizona. Fajardo's son, Florencio, and his wife, Maria, brought "abuelita's" recipes to their first restaurant in downtown Palm Springs California in 1958.

While we have adapted these recipes to take advantage of the abundance of flavors that is Hawaii, our commitment to share authentic and traditional Mexican cuisine of our heritage and emphasize the deep, rich flavors of Mazatlán is the key ingredient.

Mekiko means Mexican in Hawaiian and pays tribute to the unique heritage of the Hawaiian and Mexican cultures, the food, and passion for living.

Today, Darrin Coffin, the grandson of Maria and Florencio "Del" Delgado is honored to serve these inspired recipes to guests from around the world.

###### *What is USP (menu item, style, location, and ambiance)?*

This Kapolei location near Ko Olina Golf Club is ideal and will capture tourists from the surrounding resorts and timeshares. This restaurant is one of the only dining choices in the immediate area and will be the only option for Mexican food. The previous tenant (also a Mexican restaurant) was often busy, but they weren't known for having good food or service. Mekiko Cantina will offer delicious food and stellar service in a fun and inviting atmosphere.

##### 1b. DEADLINE TARGETS

- First draft or concept to client: **ASAP**
- Final delivery to client: **ASAP**
- Is there an event or specific date where this project will be utilized? **ASAP**

### 1c.OBJECTIVES

Because most purchasing behaviors are based on first impressions it is important to develop a strong logo and brand identity that will convey Mekiko Cantina's brand image, quality and evoke emotions. The objective is to create a logo for Mekiko Cantina that will

- Attract initial guests and increase customer loyalty
- Increase memorability and stand out from competitors
- Reflect style of cuisine, quality of food and atmosphere of the restaurant

### 1d. TARGETS AUDIENCE

- Primary audience – Tourists
- Secondary audience - Locals (10%+)

Age: 25-65 years old; families and retirees

Occupation: Upper middle class, business professionals, expendable income. Ability to fly to Hawaii and stay at resort.

Location: Kapolei, Island of O'ahu, Hawaii

Values: Family, leisure, activity

Needs: Our customers are HUNGRY and they are looking for the following features in a restaurant:

- Quality delicious food
- Reliable and friendly service
- Fun atmosphere

The convenient location will bring people to the restaurant for their first visit but the food, fun and service will keep them coming back.

### 1e. MARKET

Hawaii. The first location is located in Kapolei, Oahu, Hawaii. There are intentions of opening an additional three locations in Hawaii based on proof of concept and success of initial location.

### 1f. COMPETITIVE LANDSCAPE

Monkeypod – More variety of food. Larger restaurant (2-stories)

<https://monkeypodkitchen.com/>

Roy's – More traditional Hawaiian cuisine, a little dated

<https://www.royyamaguchi.com/roys-ko-olina>

Pizza Corner – Traditional NY Pizza, very casual, walk-up

<http://pizzacornerhawaii.com/index.html>

### 1g. MEDIA

Name and logo that can be used in all print and digital applications.

## 2. MESSAGING

### 2a. KEY MESSAGE

The word Mekiko is Hawaiian for Mexican. Cantina is the Spanish word for bar, canteen, tavern. The blend of the two words will be reflected in the overall marketing theme without being obvious or cliché.

### 2b. TONE TARGET

Modern, Fun, Welcoming

### 2c. MESSAGE MANDATORIES

N/A

## 3. LOOK & FEEL

### 3a. Format Direction

Name and logo concepts

### 3b. Design Direction & Targets

Modern upscale Mexican cuisine while honoring the Hawaiian region and lifestyle.

The restaurant finishes will feature unfinished wood, stained concrete, stacked stone and moderate use of modern Mexican tiles. Color schemes will be fresh, light and might feature muted blues and burnt umber. This will not be your typical traditional Mexican restaurant.

***Do you have an idea of what you want?***

Simple, uncomplicated

Clean



ESLINGER MARKETING

Name incorporated into the logo but with the ability for the name and logo mark to stand alone based on application

Ability for logo to work in black & white and color

Ability for logo to work in small format

Would like to see logo applied on different mediums (signage, impact graphic, apparel, business cards)

Okay with simple representations or tropical plants like blue agave, flowers used in leis like plumeria

### ***What don't you like?***

Ornate

Obvious traditional Mexican imagery

Parrots

Skulls

Chili peppers

### **3c. Mandatory Design Elements**

Mekiko Cantina

**Attachment: Site Rendering**

Please note that the rendering shows a sage green color. The client is looking to change this color for more of a blue color palette.

