

MOTU'S CAFE

IDENTITY / CAMPAIGN

“OUR WORK WITH RED ON THIS PROJECT WAS ONE OF OUR COMPANY’S TRUE HIGHLIGHTS IN 2007. OUR TEST RESTAURANT SALES WERE VERY HIGH AND THE NEW BRAND WAS A COMPLETE SUCCESS. WE ARE NOW TRANSITIONING OTHER WORLDWIDE RESTAURANTS TO THIS NEW BRAND.”

BRUCE CALL, TAHITIAN NONI MANAGING DIRECTOR OF GLOBAL MARKETING

PROJECT OUTCOME

- › INCREASED SALES
- › IMPROVED BRAND IMAGE
- › NEW NAME AND LOGO

SAMPLE RESEARCH — QUESTION 7

What are the reasons you would visit a Motu’s restaurant?

Top 5 Choices:

1. New eating experience
2. Fun atmosphere, happy experience
3. Looking for a good value and price
4. New environment, not the ordinary
5. Looking for a healthy alternative



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...i-Interview responses rated the information and identified the content consumers found to be of the most use.



REDESIGNED



OLD LOGO



NEW LOGO

WHO IS MOTU'S?

Motu's began as Tahitian Noni Cafe. Tahitian Noni Cafe is a sister company to Tahitian Noni International. Tahitian Noni Cafe is a concept that began in Tokyo, Japan in 2003. It began as a single cafe concept that did not plan to expand beyond that. But it quickly began to expand and now is location in various countries around the world. The company is now a leader in the marketing of noni-based products.

THE CONSUMER DISCONNECT

The restaurants were just not attracting customers. Even though the locations in Tokyo, Atlanta, Dallas and São Paulo were great, they were not getting traffic. The old restaurant image and logo were hard to read and understand and there was a disconnect between the mood of the restaurant and its food and overall experience.

DESIGN TO RESEARCH

RED used i-Interviews to talk with 120 customers who were new to the cafe and gathered insights into such things as their emotions from first walking up to the restaurant, waiting in line, eating the food, being in the environment, and the treatment they received. Survey questions addressed the following areas:

- The perceived quality of service
- Frequency of dining at restaurant
- Reasons for dining at restaurant
- Overall need for an updated company logo
- Color palette choice
- Font style

RESEARCH TO DESIGN

With consumer insights in hand, RED's design team started on a series of new design concepts. From this group of concepts, Norbest selected their top options. These designs were then presented to the target survey group for further research. The new design focused on:

- Fresher fonts
- Intriguing colors
- Visual imagery

The improvement between the old and new logo was astounding. The result was a refreshing logo that provided:

Enticing color palette—RED research noted

which colors attracted the consumers eye and appeared fresh. RED then came up with a color palette that was extended to menus and other items.

Fresh fonts—Research results showed that Motu's target audience preferred fonts that appeared sophisticated, yet fun. Consumers wanted the type to resemble the experience of being on an island.

Graphic Elements and Photography—RED selected photography of popular dishes that would attract the eyes of consumers. Other graphical elements such as textures, flowers, and lights were added to capture more of a unique island feel.

CONCLUSION

A new visual solution was created for the restaurant. The application has been a huge success in their first restaurant. With an increase in sales, the company plans to extend the new name, brand, and interior to their other restaurants worldwide.

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