

MYSTERY

RESTAURANT BRAND CASE STUDY

Surviving the restaurant jungle...

How we designed a niche for Giraffe

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'Mystery has been an integral part of our team since our start. Their graphics and creative input have helped build Giraffe into a consumer lifestyle/ eating brand with a difference.'

Russel Joffe
Managing Director of Giraffe

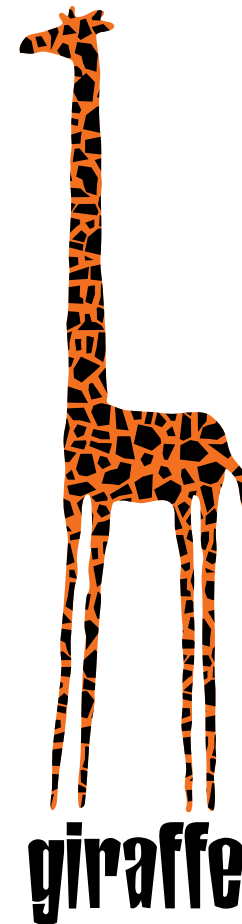
When the founders of Giraffe wanted to launch their new café restaurant concept on to a crowded high street, they turned to Mystery to create an original brand identity and design a branded dining experience that is highly differentiated from the competition.

Mystery's creative team used our Brand Positioning Exercise to expand and clarify the client's brief and identify the key values and messages that would connect with the customers.

Working with their directors, we defined Giraffe as 'Global Food, World Music: a neighbourhood family eating and drinking place where you can explore delicious food from all around the globe while opening your ears to great world music.

We have had a lot of fun developing the Giraffe character. A character who believes you should love like you've never been hurt, enjoy what you eat and live life to the full every single day.

Mystery has written many of the slogans and positioning statements. Having conceived the logo, we have consulted on the interior, designed the menus, ads, interior art, signage, uniforms, merchandise, website and even helped visualise the brand in the business plan and internal staff-training communications.





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'I am delighted with the work that Mystery has produced and I am happy to say that many of our customers seem to love the designs too. Long live the tall animal and Mystery!'

Russel Joffe

We still work with Giraffe today, assisting in it's now rapid growth from the first site in Hampstead to the current total of fifteen locations around London and the UK. Giraffe is taking the country by storm.

Does it work? Well, Giraffe has won Time Out and Guardian Family restaurant of the year awards and consistently wins Hardens 'Best Brunch'. Luke Johnson the founder of Pizza Express invested in Giraffe and is now the Chairman and the investment group 3i recently invested £10million in Giraffe for a 33% equity stake.

Giraffe has stuck it's neck out to create something different and Mystery are very proud to be a part of it's success.

