

# THIS IS OUR MOMENT

Designing a Service brand proposition  
from the insight out



# Our design driven, customer-led approach to brand building

- Breakthrough customer-led brand positioning:
  - Soft Power
  - Customer immersion
  - The defining insight
  - The WHO and the HOW
  - Feedback
- Innovative visual prototyping
  - Feedback
  - Rapid iteration
- Consolidated insight, positioning and design
- What next:
  - Brand guidelines
  - Brand manifesto video



# Breakthrough customer-led brand positioning

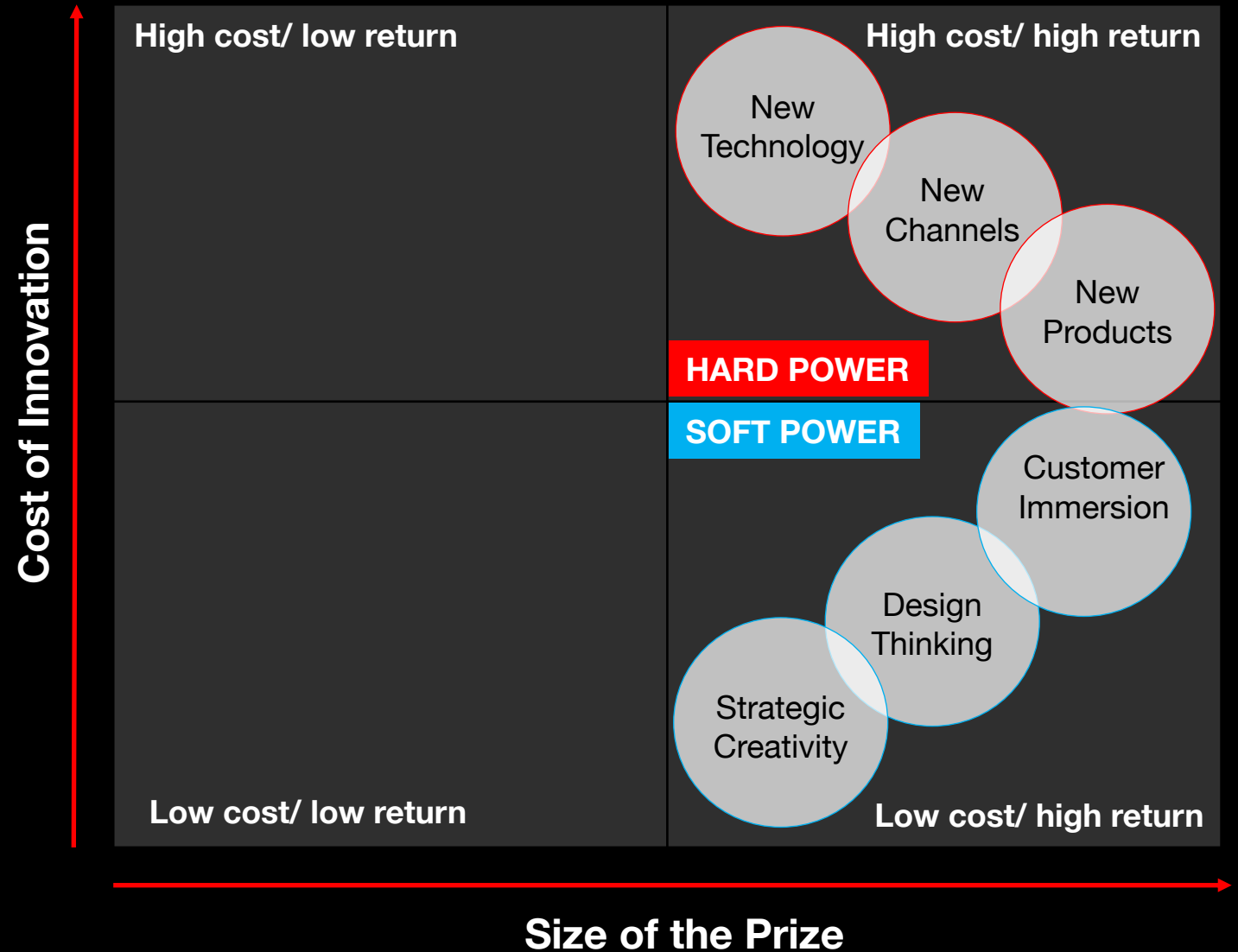
## Soft Power

Using a Soft Power approach enables brands to create connections with consumers and win the 'share of emotion'

Whilst instinct suggests that to win big brands need to invest big with **Hard Power** solutions

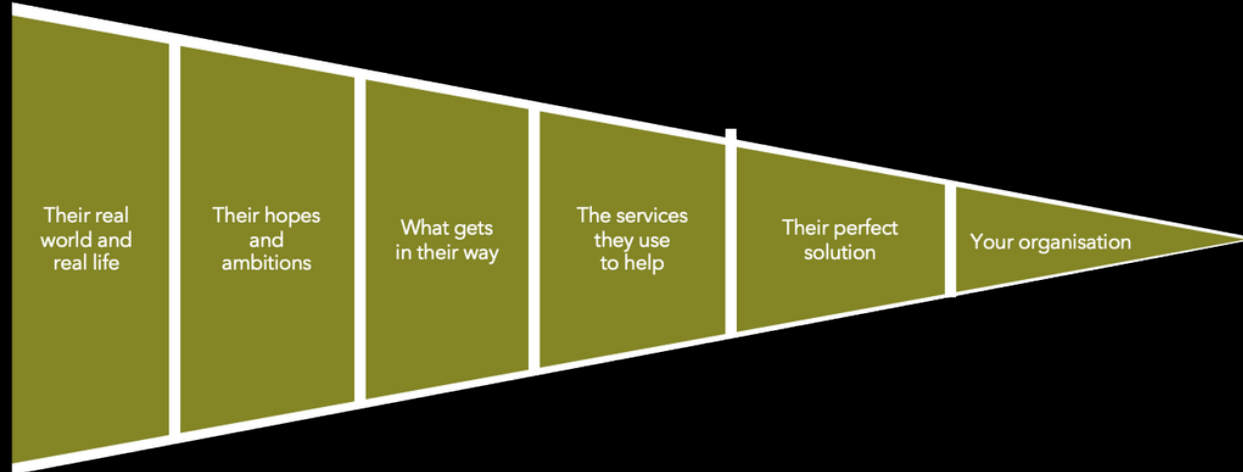
...Brands can win big, and cost effectively, by leveraging their **soft power**

In today's Zero Based Budgeting and cost restrictive climate, it's just a question of defining 'investment' and understanding the rules of engagement



# Breakthrough customer-first brand positioning

## Customer Immersion



By starting at the thick end and immersing ourselves with 'outside-In' perspectives we can understand what really motivated people in the new world of going out and were able to pioneer a new, relevant experience.

The biggest mistake that is made with most customer 'insight' is starting at the 'thin end' of the wedge.

Companies mostly talk to customers about themselves – Do you like what we produce? Would you recommend us? – rather than trying to understand what is really important to their customers, and how their company could be most useful.



Claudia|



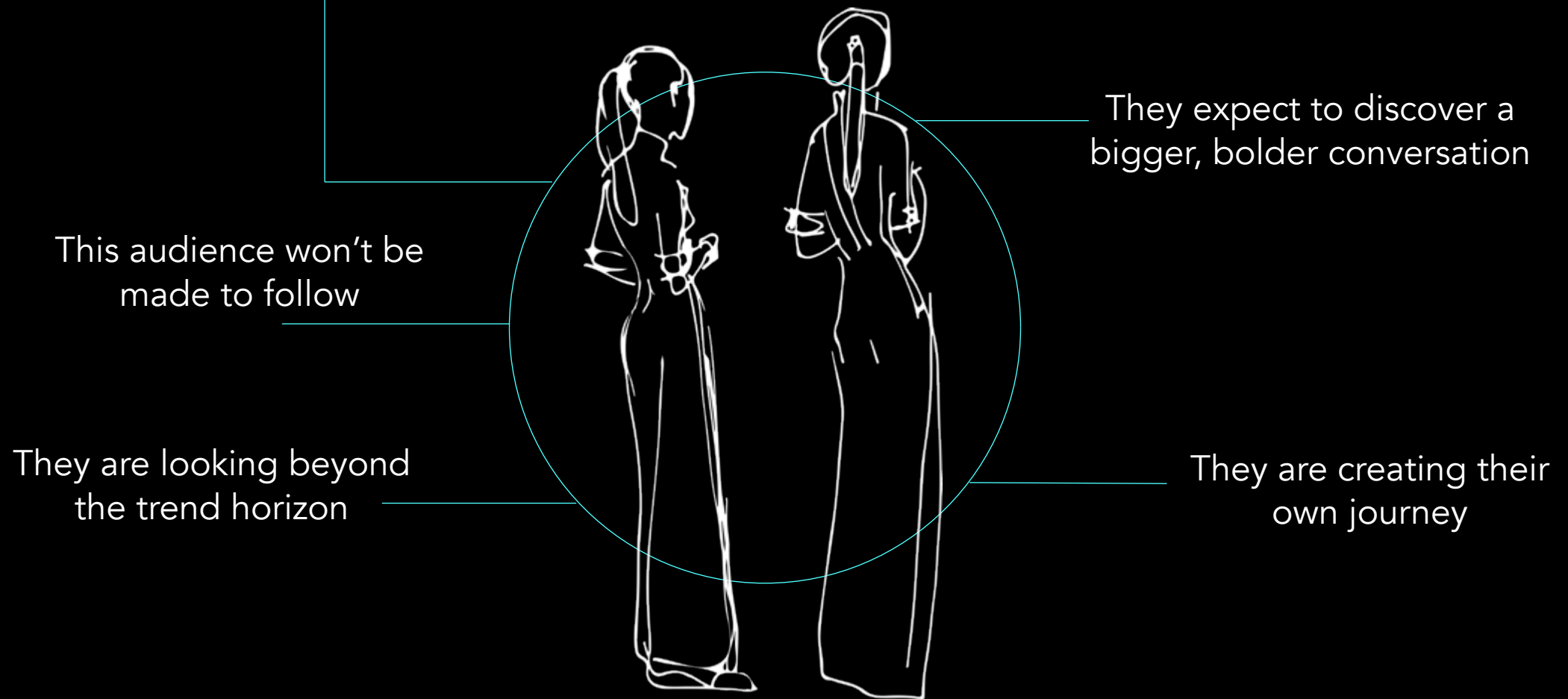
Neil|

*The best thing to do is to remain positive  
and whatever life throws at you,*



# Breakthrough customer-first brand positioning

THE OFFER NEEDS TO ATTRACT A WIDER AUDIENCE





# The defining insight

Our brand has history, legacy and authority with music. Musicians and music fans of the world have always celebrated PizzaExpress' contribution to the arts.

Our venues are the perfect destination in the post-COVID cultural movement, shaping a live music scene, employing hard working artists and bringing joy to our customers.

## THIS IS OUR MOMENT



# The **WHO** of the live experience



Urban Millennial

'Snacking' on experience. Lively interest in what's on (Time Out) and willing to try something new. Places high value on details e.g. authenticity, design and brand story. Will make the effort and expect things on their terms

Spontaneous after-work

Spontaneity. Easy transition from work to bar; from bar to events. Readily available and responsive to the requirement. Work requirements mean plans change unexpectedly; group size will flux. Could be a challenge for the sit-down meal model.

Commuter-customer

Style. Loves LIVE and enjoys participating at events with a broader/younger demographic. Appreciation of informal environment, good food and service. More likely to choose from programme than just turn up

Adventurous empty-nester





# The **HOW** of the live experience



## Emerging / Trendy London

Restaurant is located in an area that is predominantly profiled by urbanites / millennials  
Emerging brands are competitors

- Design principles need to be in line with emerging competitor set (stripped back/industrial)
- Team Members should be young, fresh and trendy
- Service should not be prescribed (personality driven)
- Uniform should be re-thought and in line with environment
- Music louder, more relevant ? (Live music opportunities, but different to clubs – NOT Jazz)

## Alcohol participation higher

- Bar strategy
- Standing / informal drinking and dining
- The new venue should have a bar that works as an attraction in itself, with a barman employed every night, and a cocktail menu that can allow music and drink co-promotions.

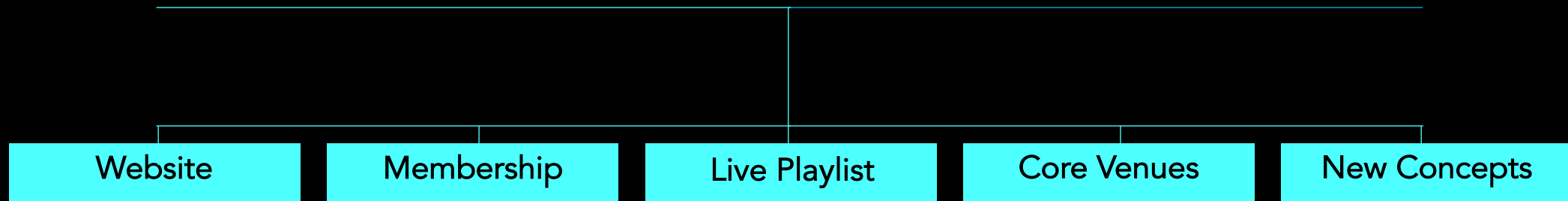




## Music vision

“To leverage and enhance our existing music platform to drive incremental covers and spend both in our core music venues and broader PE estate...”

It is evident that we have a huge opportunity to leverage this aspect of our business. We have **5 key strategic priorities** that will allow us to expand our reach within the business, and more broadly the industry:



# Music vision compliments brand strategy



PIZZAEXPRESS

MILANO

PIZZAEXPRESS

Live

MUSIC STRUCTURE

MUSIC STRATEGY

Website

Membership

Live Playlist

Core Venues

New Concepts

POSITIONING | AUDIENCE/PIZZA EXPRESS CUSTOMER | WIDER MUSIC APPEAL | SCALABLE BEYOND MUSIC

# Positioning

More than ever, Live is huge.  
Pizza Express has always been huge in Live.

Building on our heritage of great food, great artists and great experiences, LIVE by PizzaExpress is the new destination for great nights out.

So, we've introduced a new format that reaches out to a new audience with a brand-new concept and programme featuring the best in contemporary live performances.

This is our Moment



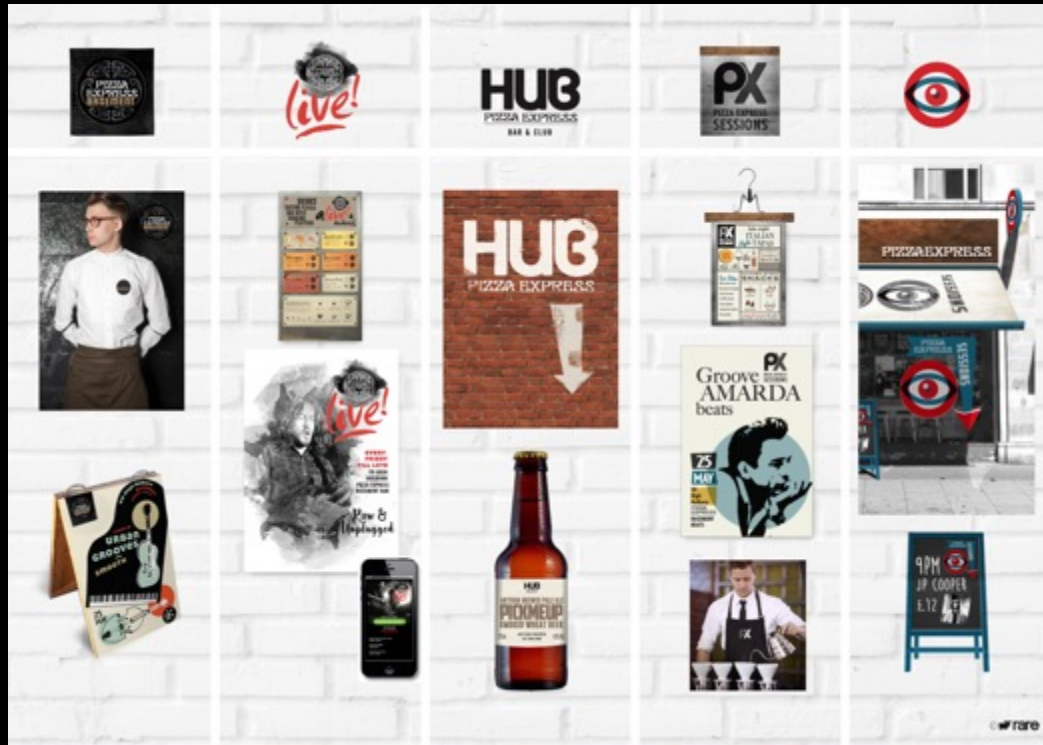
**LIVE IS GREAT FOOD.  
GREAT ARTISTS.  
GREAT EXPERIENCES.**

Live





# Innovative visual prototyping

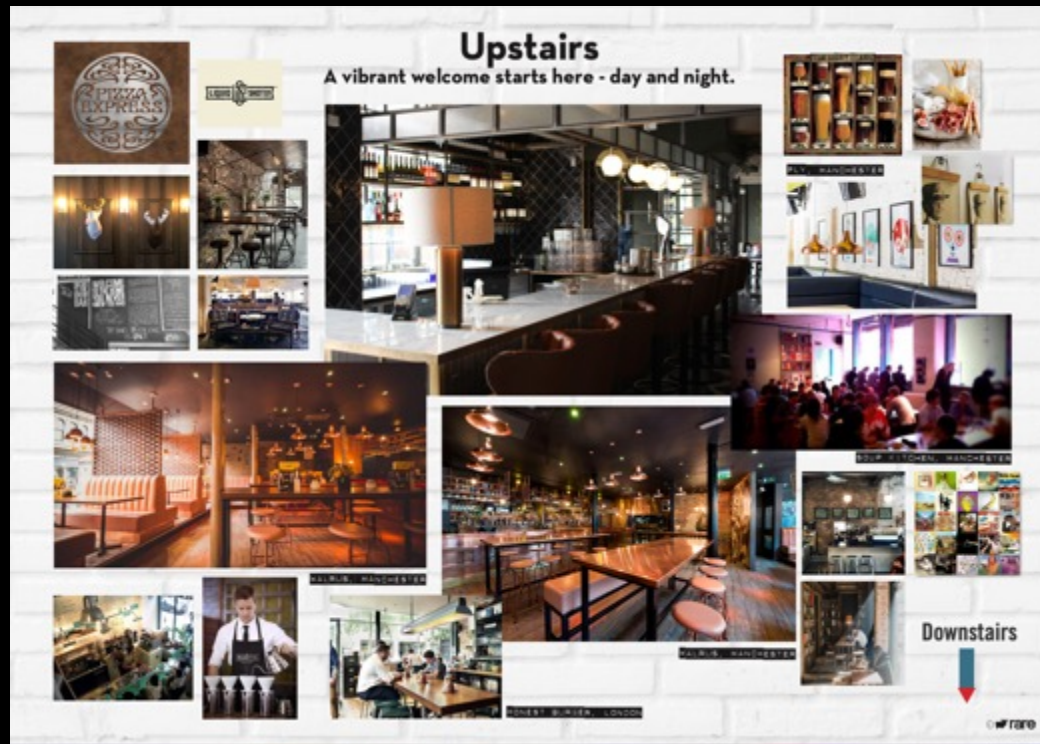


# Innovative visual prototyping





# Innovative visual prototyping



# Innovative visual prototyping





# Consolidated visual identity

BRAND IDENTITY - AUGMENTED

PIZZAEXPRESS

Live

PizzaExpress is the source of authority  
PizzaExpress endorses Live



# Consolidated visual identity

## BRAND IDENTITY - VISUAL HIERARCHY

PE Locks up with the word LIVE

The Live 'Flourish'

The roundel **endorses** LIVE  
– doesn't compete with it

LIVE has its **own blue neon** colour  
– brighter and lighter

PIZZAEXPRESS

Live



# Consolidated visual identity

## BRAND IDENTITY – DAYTIME INTERPRETATION

A distinctive and impactful branded environment that channels our heritage

The reinterpretation of core PizzaExpress brand assets creates a dynamic new experience:

- **Black** - re-cast in the urban texture of black bricks, echoing the ceramic and painted facades of a Shoreditch boozier
- **Blue** – a new hue for blue strikes an edgy note, recalling Soho's 60's heyday



# Consolidated visual identity

## BRAND IDENTITY – NIGHT TIME INTERPRETATION

### Night time energy

Live comes to life after hours, and the scheme lights up accordingly.

- Live changes from white to blue
- Fascia lighting animates the street screens





## Insight

Our venues are the perfect destination in the post-COVID cultural movement, shaping a live music scene, employing hard working artists and bringing joy to our customers.

## Positioning

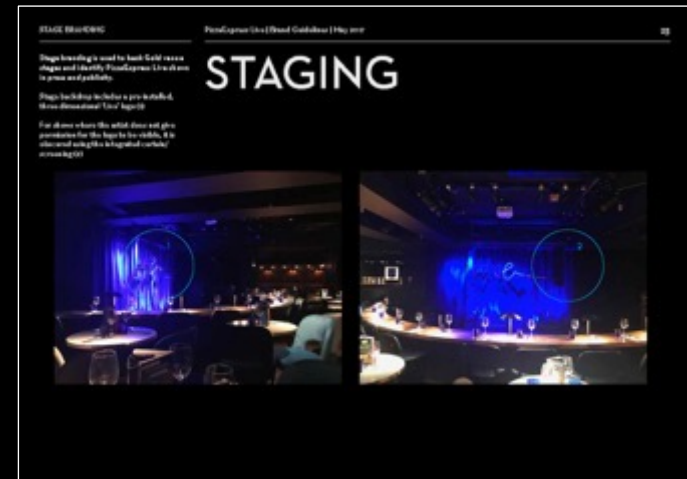
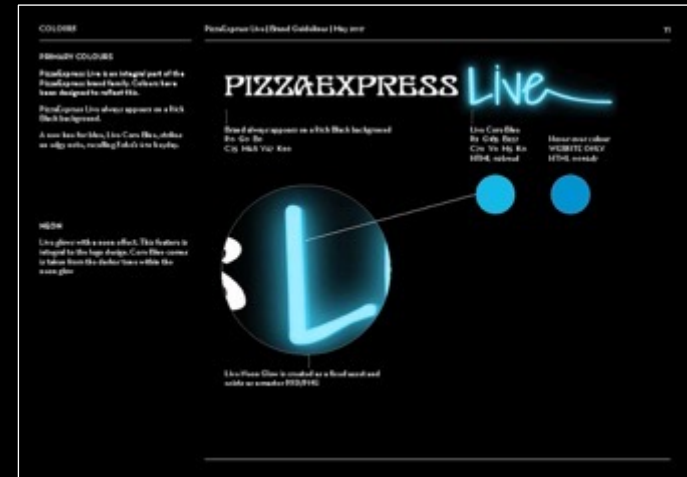
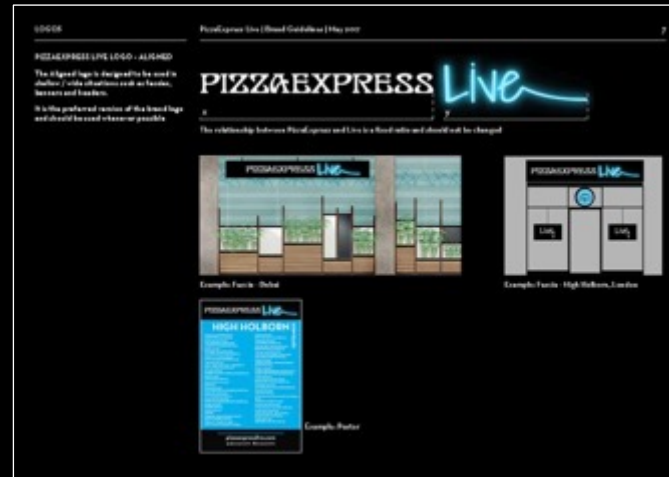
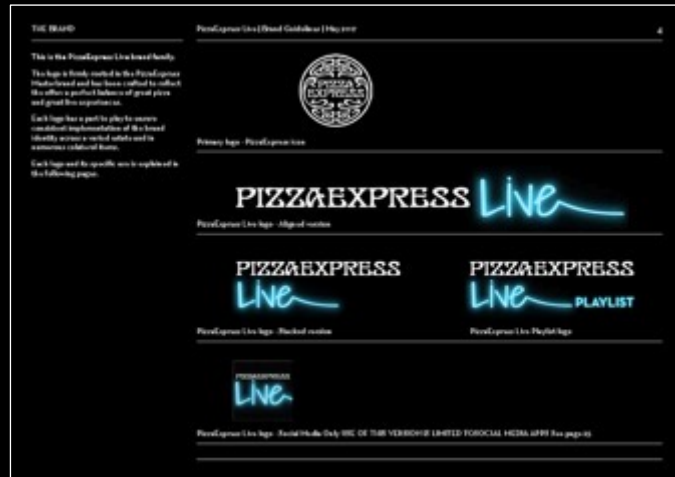
**THIS  
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## Visual Identity

PIZZAEXPRESS  
**Live**



## What next - Brand Guidelines



## What next - Brand manifesto video





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