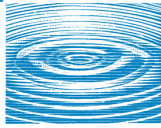




KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey

# CASE STUDY

Insights from Client Best-Practice Strategies and Results



## Reimagining an Arabian Icon

To Create a World Brand Identity

# Reimagining an Arabian Icon

## To Create a World Brand Identity

### The Situation

ALBAIK is an iconic, hugely popular “pressure fried chicken” concept in the Kingdom of Saudi Arabia. With an impeccable reputation for great service, great food and spotless stores, senior management recognized that there is a great opportunity for growing the business beyond their current geography. But to better attract international franchisees and customers outside of the Kingdom, they felt the need to develop a more impactful and professional world-brand impression, without losing any of the highly positive equity they had earned over the years. After an international search of top branding and design firms, ALBAIK selected King-Casey as their partner for this important initiative.

### Pre-Design Research to Identify Critical Brand Equity

King-Casey launched the project with consumer research to better identify (from a consumer perspective) the highly desirable things about the current brand that must always be retained and reinforced. The research indicated that in addition to the red and yellow brand colors, the most memorable and significant design element of the old logo was the “tipped top hat”, which signified to consumers the friendly hospitality and quality service the brand is revered for. This kind of equity validation helps King-Casey’s branding team objectively identify those design elements that will resonate most strongly with consumers.

### Developing New Brand Attributes and Brand Positioning

King-Casey worked with ALBAIK’s senior management to identify the desired qualities and personalities that would reflect the new brand experience. This resulted in a list of primary and secondary brand attributes (descriptive words that everyone agreed should be associated with the new brand). King-Casey created a brand positioning and design platform that captured in words a brand that would be perceived as friendly, hospitable, modern, casual and world-class. It was critically important that the new identity/logo visually reinforce the image of a world-brand. The attributes and brand positioning were used by King-Casey’s creative team as they developed new logo design concepts. From a wide array of designs, the design that best reinforced the positioning and attributes was selected, refined and finalized.



Both positive and negative brand attributes were agreed upon and then used to guide branding and design strategies and designs.

Research on the old identity (top) revealed that the colors and “tipped hat” had the greatest recall among consumers. This finding guided the development of the new identity, which was developed in both English and Arabic.



Interiors of the restaurant and uniforms include details that capitalize on the identity's hospitable "hat" icon.

## Extending the Brand to the Entire Customer Experience

Great branding is much more than a great logo and a large primary sign. At King-Casey, we develop 3-Dimensional Branding that results in a unique and proprietary customer experience that differentiates a brand from its competitors. We achieved this for ALBAIK by visually communicating the positioning and essence of the brand by visually integrating its brand identity to the entire customer experience, including architecture, décor, signage, customer communications, food packaging, uniforms and more. This gave ALBAIK an effective way of differentiating itself from competitive concepts. The new identity was seamlessly integrated into everything the customer sees and experiences inside and outside of the restaurant.

*"It is a true pleasure to work with the world-class team of King-Casey. We have been working together on various strategic projects since 2005, and their team, through highest integrity and professionalism has shown nothing but relentless dedication and creativity to our brand. They were able to grasp the uniqueness of the culture in Saudi Arabia, and developed dynamic, exciting concepts to enhance the customer experience at ALBAIK."*

- Rami Abu Ghazaleh, CEO, ALBAIK



A comprehensive brand and design standards manual was developed to ensure ongoing adherence to design strategies and designs. Such documentation is critically important to brands planning to franchise.

## About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S., with regional offices in the Middle East and Latin America. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

[www.king-casey.com](http://www.king-casey.com)

### King-Casey Brand Identities That Have Stood the Test of Time

For over 60 years, King-Casey has used its proprietary, strategic and highly disciplined Brand ACT™ process to successfully develop logos for some of the most recognized brands in the world. Our high success rate is rooted in a deep and thorough understanding and knowledge of a brand, its customers, and its core equity.



KING·CASEY



King-Casey  
Howland Blackiston  
25 Sylvan Road South  
Suite H  
Westport, CT 06880 USA  
T: +1 203-571-1776