

# Fusion Market

At the State University of New York



KING-CASEY



BRAND·RETAIL INNOVATORS

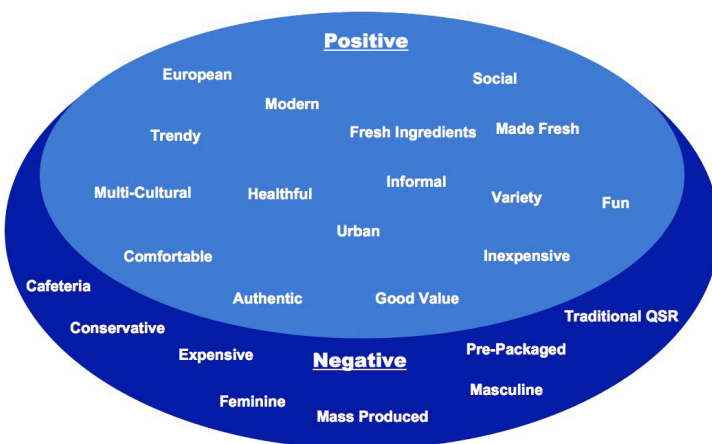
# Creating a New Brand and Restaurant Concept

## Challenge

The dining facility in the State University of New York student union witnessed significant declines in traffic and sales in recent years. Realizing major changes were necessary to make this an attractive dining location again, the university asked King-Casey to create a new, branded restaurant concept and experience.

## Brand Strategy

King-Casey's strategy team analyzed research among students and faculty to identify opportunities for an enhanced customer experience. King-Casey also conducted interviews among university management to understand their vision and business objectives for the new brand concept. Utilizing these learnings and insights, King-Casey's strategy team created a brand concept definition, positioning and strategy. The team focused on "Fast, Fresh, Global" to develop a convenient restaurant experience, celebrating freshly prepared food from around the world in a welcoming environment.



One of the early steps in the project was to develop positive and negative "brand attributes". These are the words and phrases that describe what we want the brand to be (or not be). Collectively, these "attributes" became guidelines for the creative process that followed. Whether it be the new brand name, logo or the store design, the creative must visually reinforce the positive attributes and shun away from the negative attributes.

## Creating an Identity

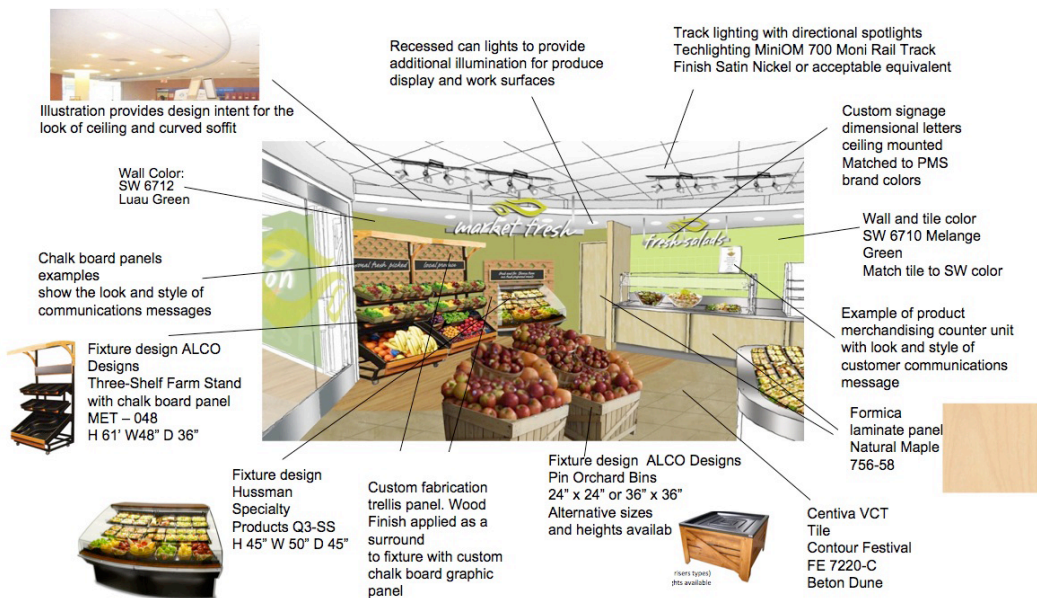
A distinctive and memorable name, Fusion Market, was developed and trademarked. Following this, an ownable, stylish logo was created. The logo has an authentic multi-cultural look that conveys fresh, flavor, energy and playfulness. The Fusion Market "leaf" logo signs the front entry, and its design theme has been adapted to create a brand hierarchy, nomenclature and signage system that is used for customer wayfinding and to brand the environment.



Many different brand names and identities (logos) were developed for review and validation against desired brand attributes. Ultimately the above name and logo was selected. The logo and color reinforces key attributes such as "modern, made fresh, healthful, and multi-cultural".

## A 3-D Branded Interior

To tell a strong 3-D brand story, the design team created a striking, modern and colorful interior environment with distinctive brand design elements. The multi-colored fascia, surfaces and materials reinforce Fusion Market's flavor and freshness cues. The digital menuboards showcase the multi-cultural menu and unique offerings like noodle bowls and panini's. A "culinary theater" highlights fresh preparation and cooking expertise with a grill and pho station as centerpieces of the design.



*Color renderings were developed to illustrate the look and feel of the new store concept. Detailing of fixtures, colors, lighting and finishes were prepared to guide the design development and build-out process.*



## Business Results

Every aspect of the new Fusion Market design signals flavorful excitement to attract students, faculty and guests eager for a new and enhanced dining experience. The new Fusion Market clearly communicates the intended brand positioning and story. Overall, the 3-D branded environment pays homage to Fusion Market's origin, while offering everything needed for optimized operations and delighted customers.

## About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S. 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)



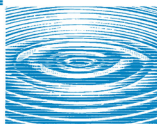
**COZI® (Customer Operating Zone Improvement)** is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

### **Designs Based on Customer Zones**

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.



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