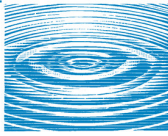


KING·CASEY



BRAND·RETAIL INNOVATORS

# King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



## La Vida

King-Casey Creates a Memorable and Stylish Lounge

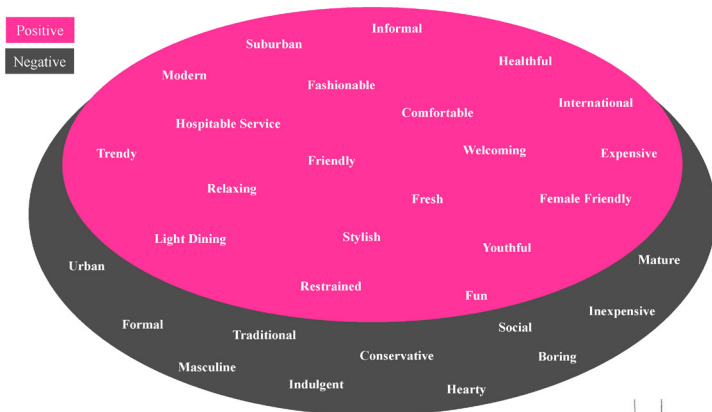
# La Vida

## King-Casey Creates a Memorable and Stylish Lounge

King-Casey was chosen by Gourmet Food Trading Co., a company based in Saudi Arabia to design a prototype concept for a new lounge called La Vida. The concept offers casual snacking and dining options with tastes from around the world in a memorable and stylish environment.

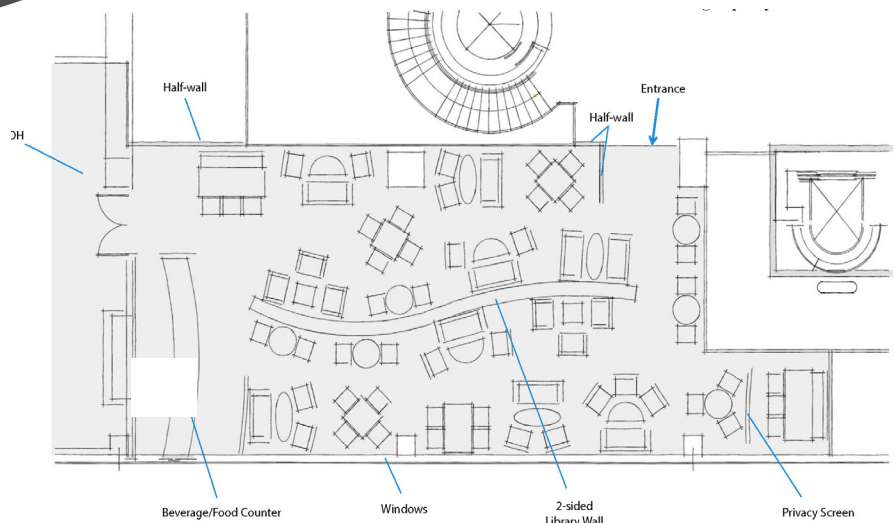
King-Casey provided a complete turn-key 3-D branding and design solution. The project included brand positioning, kitchen design and food service operational flow, menu engineering and development, interior and exterior branding and design, and collateral branding elements.

What follows is a summary of the sequential phases of this project.

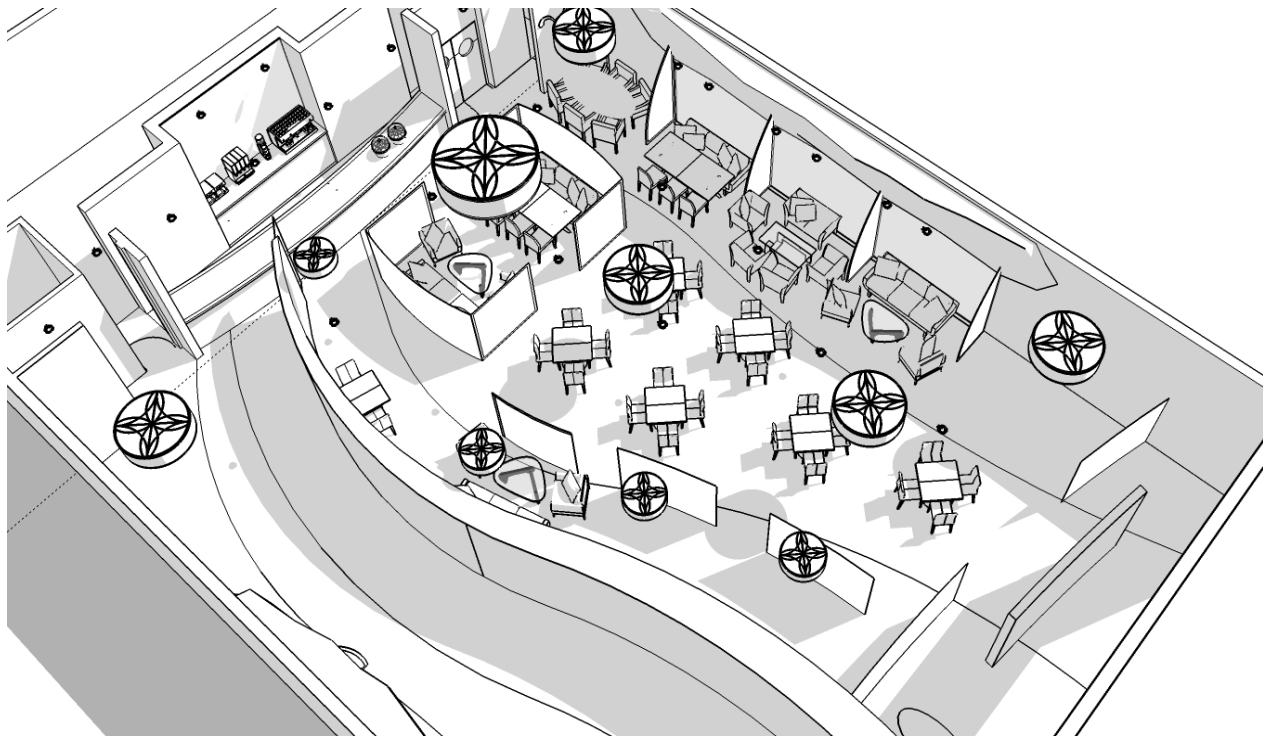
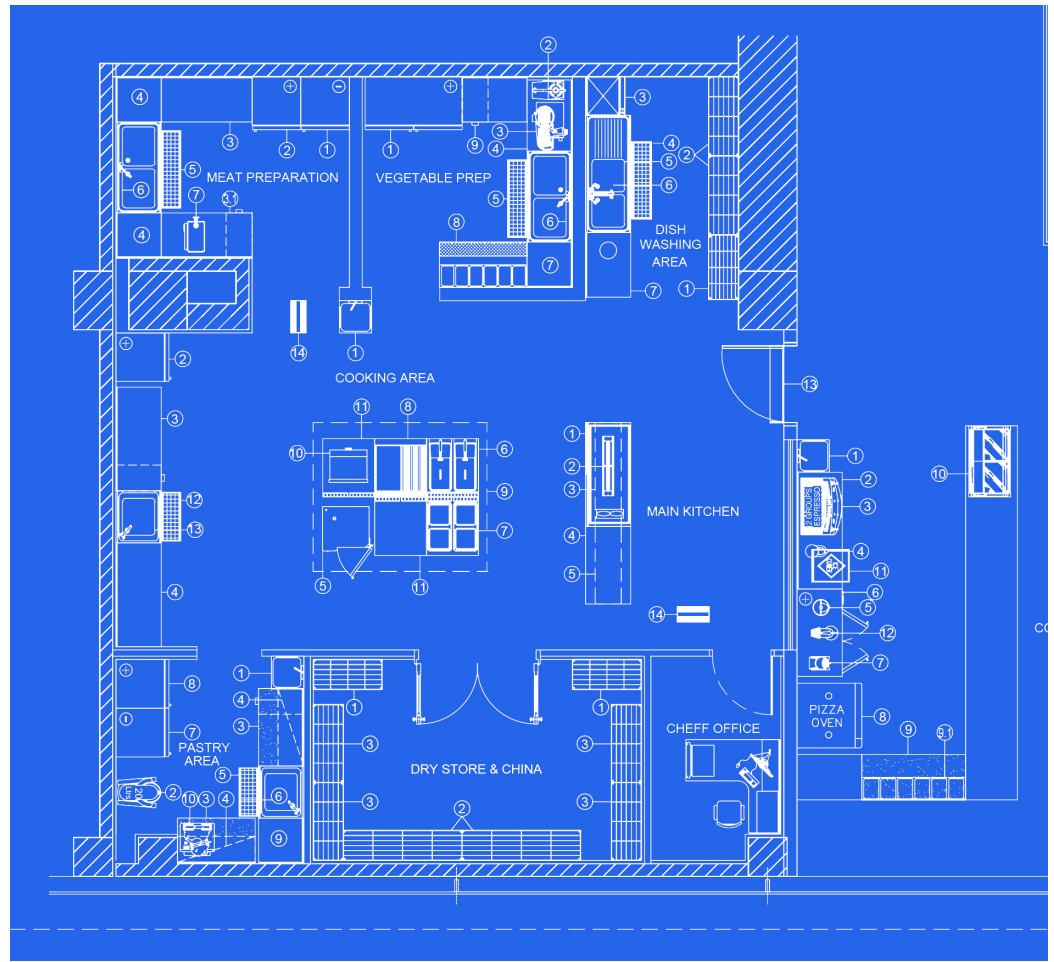


*(Left) In conjunction with the client, King-Casey first developed a brand positioning and brand attributes that served as the foundation for creating the prototype concept. This evolved into the design platform that guided all of the creative steps that followed. Design concepts are evaluated against the brand positioning and attributes to ensure the concept visually reinforces everything the brand represents.*

*(Right) A range of preliminary floor plans begin to visualize the optimum customer flow and seat count. Ultimately, one direction is selected and work begins on further refining and detailing the new concept designs.*



*(Right) King-Casey developed optimized kitchen layout and designs, including providing equipment specifications to optimize operational flow and efficiencies.*



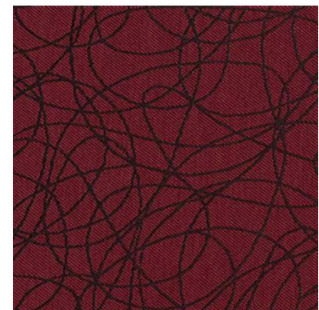
*(Above) Black and white floorplans are further developed into 3-Dimensional models to help the client visualize what the new lounge will look like, and how the various customer zones will interact with each other. Once agreement is reached on the layout of the space, the detailed design work begins.*



*(Above) The main salon in the family area provides a variety of seating options and different levels of privacy for La Vida's customers.*



*(Left) A view of the singles section of La Vida. This area is for men-only and a cultural requirement in Saudi Arabia. Different seating options meet varying customer needs and preferences.*



"Run Around Sangria" Kravet; SKU: 32242.19



*(Above) After basic layouts and design concepts are agreed upon with the client, King-Casey provides detailed specifications for furniture, colors, materials and lighting. This is typically part of the "design development" phase of a project and helps the client proceed to the construction and build-out phase.*



*(Above) A bar at one end of the space showcases fresh bakery items as well as communicating the “fresh made” attributes of the La Vida’s beverage offerings.*



*(Above) Intimate seating zones along a signature curved “library wall” create cozy “quiet zones” for families wishing a place to converse undisturbed, or perhaps read a book while they enjoy La Vida’s international menu.*



King-Casey also developed branded collaterals for the new concept. This included uniforms, business cards, food packaging, menu design, advertising posters, crockery and various other elements.



### **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.*

## 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.

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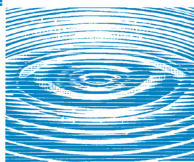
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