



wagamama

The wagamama concept is modelled on the ramen shops popular in Japan for over two hundred years.

Wagamama Cyprus was introduced in mid December of 2007 as part of the expansion strategy in to casual dining for PHC Franchised Restaurants - a public company listed in the Stock Exchange.

The company was looking for ways to enhance its branding in the Cyprus market. They used a local campaign in Nicosia where their first restaurant is based, using different formats of outdoor including the traditional 4x3m signs, the glass showcase scroller.

The results assisted in building awareness and branding of Wagamama in the wider area of Nicosia.