



MACKAYIWONG ANNOUNCES SHOELESS JOE'S RESTAURANT REBRANDING INITIATIVE

TORONTO ON | March 18, 2008

MackayIWong Strategic Design has recently been engaged by the Shoeless Joe's Restaurant and Bar organization to refocus its brand and hospitality experience. At the beginning of 2008, when over 45 Shoeless Joe's Restaurants had been built, the client decided it was time to revitalize. The restaurant concept had never fully developed around its creative potential and connection with a sports-infused marketplace. Both the interior and exterior of the restaurant lacked a distinct position and message with respect to the business' core values.

The transitional prototype illustrated above, located in Welland, Ontario, hints at what is to come as we evolve the brand over the next year with five new locations. The bar has been centrally located and backed against a translucent "Power Wall" that features a fleet of state-of-the-art, seamless LCD units, animated ticker tape displays and presentations of international and locally relevant and autographed memorabilia. Conversely, the "Power Wall" adds a strong graphic element that creates a dynamic impact to the warm and casual dining room. The design and development of customized wall graphics, banners and display cases were also managed within MackayIWong's scope of services.

The rebranding initiative has been met favourably by the public. As evidence of its impact, the Welland location now occupies the top spot for Shoeless Joe's sales throughout Ontario.

For a close look, please see our website. For more information, contact Gordon Mackay at 416.341.2348.