

HALF TIME PUB



Develop a national franchise-quality brand for a local sports bar, with visions of growth

The Challenge

There are a lot of sports bars out there, but Half Time needed to be perceived differently. They wanted families to be as comfortable there as hard core fans. So we needed to create a brand identity that says “sports, fun, and national chain” all at the same time. Then we needed to whip the target market into an opening-day frenzy that would pack the restaurant from day one and ensure long-term success even when the media budget grew thin.

The Solution

We started by developing the brand identity, menus and signage for the restaurant franchise that Half Time would surely become. This would allow the business to grow without having to rethink their identity at every milestone. The media strategy had to be just as creative as the brand to stretch the message into broadcast and print, focusing on a successful grand opening and beyond. The strategy was simple and once we started to convince the market that going to Half Time was like having box seats to every game of the year, we knew they would be lining up at the door.

The Results

Major League teams would be jealous of their opening day. Half Time has been packed since the doors opened, far exceeding their first-year sales estimates by a staggering 43%. In fact, sales increased another 22% the following year. Thanks to their early success, they were able to expand into a highly successful catering business to accommodate the need for on-site events. What’s more, the owners have been barraged with questions like, “Is this a national chain?” and “Who should I talk to about opening a franchise?” This is exactly the kind of buzz and return on investment we were aiming for.