

CASE STUDY 2

Brand activation for Wagamama restaurants

AT RESTAURANTS THROUGHOUT THE UK

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FOR THE LOVE OF EVENTS & EXPERIENCES

THE EVENT

Creating a wow from the moment people walk inside



Cherry Blossom canopies



Bespoke Cherry Blossom trees adorned the restaurants

The theme is very visible from the highstreet, attracting customers



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THE BRIEF

ABOUT WAGAMAMA

A £550 million British restaurant chain serving Asian food based on Japanese cuisine through its 130 UK restaurants and 60 more overseas (including Austria, Belgium, Bulgaria, Cyprus, Denmark, Gibraltar, Greece, Ireland, Italy, Malta, the Netherlands, Spain, Sweden, USA and the Middle East...).

The brief

To celebrate the Hanami Cherry Blossom festival Wagamama's instructed us to design and build bespoke Cherry Blossom Trees and ceilings adorned with pink Cherry Blossom in certain flagship restaurants throughout the UK.

The space

15 UK stores with different layout configurations.

The challenges

Due to most restaurants opening from 10am till 11pm at night, our teams had installed all décor throughout the night after closing and before opening times.

As all the 15 restaurants are configured differently, each restaurant had to be visited individually and detailed site plans and measurements were taken so that we could provide a totally bespoke solution for each restaurant installation.

The outcome

Each restaurant required a different treatment whilst maintaining a similar identity. We created fully immersed cherry blossom canopies for each of the long tables that were a common thread in each restaurant. Additionally, we created a spectacular window display on by decorating light fittings that hung at different heights and creating a spectacular display for the public to see from outside, which made the restaurant really inviting. The centre piece in each restaurant was a cherry blossom tree which created an ideal social media point for diners.

The event included:

- Bespoke design and production by store
- Production of blossom décor for each store
- Overnight installation at various nationwide sites

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THE CORE TEAM



Sit

With a passion for large scale productions and out of the box thinking, I've worked on innovative installations for some of the most major brands for 20 years.

Our Customers work with us for our creative execution, bespoke solutions, experience and insight of events to deliver spectacular brand activation and fully immersive events. We dedicate ourselves to delivering excellence in service and my favourite motto – 'failure is not an option' which means we have every contingency covered when we take on your event to ensure objectives and events are delivered smoothly, safely with every attention to detail.

What Sit brings to projects

- engaging virtual and hybrid events
- bespoke event production for a host of global brands at live events
- innovative and unique theming and decor for brand activation and product launches
- experience of delivering large scale events from festivals to large gala dinners

Eventologists, Event Trees, Funky Event Hire have a reputation of delivering awesome events beyond the expectations of the original brief and brands that customers truly want to work with.

"I had the pleasure of working with Sital recently, when we both supplied services to Lime Venues for their Pre Meeting-Show event. I must say I was very impressed with the Trees that Eventologists setup in the Courtyard, they looked amazing. I found Sital to have alot of knowledge of the events industry, and really did go the extra mile to make the Courtyard look amazing."

Frank

Business Development Manager at Webseo Group



Jacob

With a passion for large scale productions and out of the box thinking, I've worked on innovative installations for some of the most major brands for 20 years.

We dedicate ourselves to delivering excellence in service and my favourite motto – 'failure is not an option' which means we have every contingency covered when we take on your event to ensure objectives and events are delivered smoothly, safely with every attention to detail.

What Jacob brings to projects

- 12 Years with a background in experiential events
- excellent customer event management for large events
- technical experience at complex events.