



## Brand Strategy Case Study

Rebranding the Pomodoro™ restaurant chain

# Challenge

Pomodoro, a west coast chain of Italian restaurants, needed to revitalize their brand.

Owners Adriano and Edmundo are award-winning Italian chefs, but the restaurant's success perpetuated a negative reputation that any chain as big as theirs must be low quality.

This was a key driver in their rebranding.

# Solution

At the time, Beyond the Arc brand strategy expert, Matthew Cross, was VP of Marketing for Pomodoro. He convinced their board of directors to “reframe who we are” - and from that, everything would change.

Personality  
traits  
to guide dining  
room staff and  
marketing  
agencies

## Stylish

We can be retro, modern, and timeless.  
Let's lead with the unexpected.

## Approachable

We laugh, we're easy to be around,  
nothing is difficult.

## European

Italian is obvious. We're more worldly.

## Urban

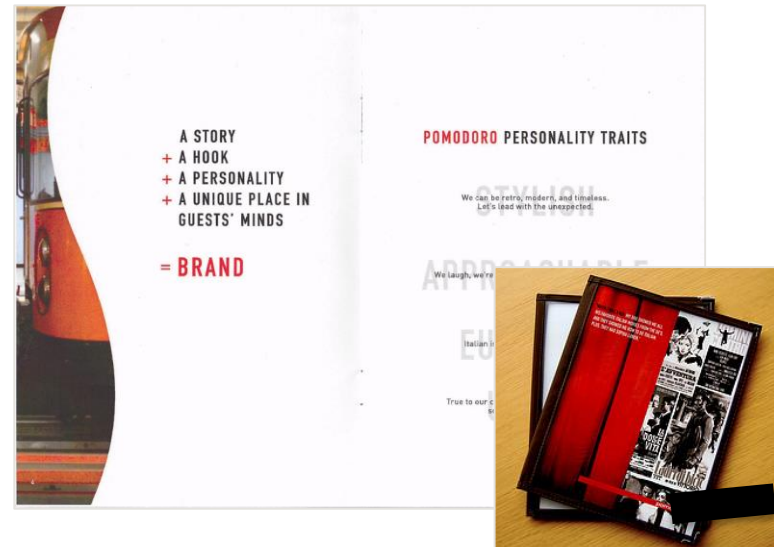
True to our city roots and providing the  
suburbs something they aspire to.

# Solution

Deliverables  
to drive the  
new brand

## Brand education booklet

Fit in the  
pocket of an  
apron



## New look

Complete  
redesign of  
interiors,  
uniforms,  
menus and  
website



Looking to refresh, strengthen, or  
grow your brand? Let's talk!

Office [877.676.3743](tel:877.676.3743)

Web [beyondthearc.com](http://beyondthearc.com)

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