

# WAGAMAMA

'Bowl To Soul'

## Background

- In a highly competitive casual dining market, wagamama recognised the need to stay fresh and relevant amongst its key 18-35 year old target audience.
- In the past wagamama had not specifically spoken about who they are or what they stood for from a brand perspective – however in 2018 for the first time they felt it was the right time to promote this point of difference and help continue to drive growth in a very cluttered and heavily price-promotion led market.
- 'Bowl To Soul' was the centrepiece of wagamama's biggest above the line advertising campaign to date, aiming to build brand loyalty amongst its target audience, giving them a strong reason to eat wagamama over competitors.
- The vibrant brand film includes a mix of anime, illustrating the restaurants Japanese heritage, and live-action footage, featuring real people enjoying wagamama's food and feel-good experience.

## Plan

- Cinema took on a leading role in the campaign - wagamama launched the 'Bowl To Soul' creative in DCM cinemas, ensuring its first AV advert was watched in the most engaging, immersive environment where the brand could captivate and entice the audience.
- In an effort to drive footfall alongside brand impact, wagamama used DCM's Cinemapper tool to locate cinemas in close proximity to its restaurants – allowing wagamama to buy selected sites that were within 10-15 minute drive of its restaurants to deliver close proximity and minimise wastage.
- The 'Bowl To Soul' brand film ran in a total of 97 DCM cinemas across eight key cities identified by wagamama for this first campaign (inclusive of London). Across the summer the ad ran alongside screenings of blockbusters including *Mamma Mia!: Here We Go Again*, *Ant-Man & The Wasp* and *Mission Impossible - Fallout*.



## Campaign Details

<b>Sector</b>	Entertainment & Leisure
<b>Target Audience</b>	18-35 Adults
<b>Package</b>	Site by site
<b>Creative Agencies</b>	Mullen Lowe
<b>Media Agency</b>	the7stars
<b>Duration</b>	40"



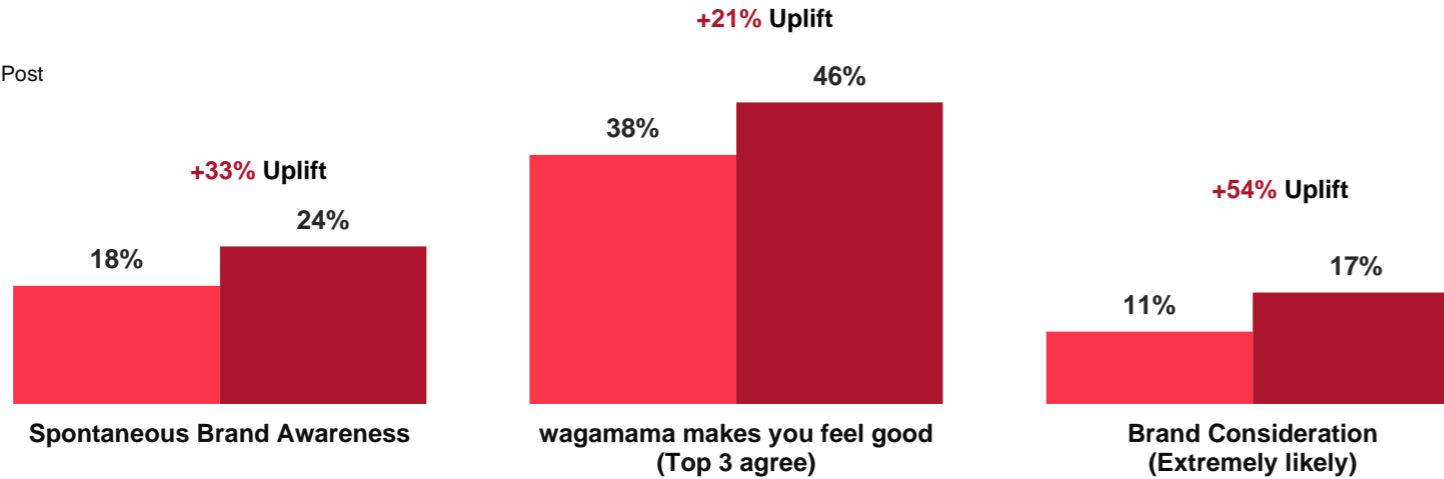
digital cinema media

Source: DCM / wagamama.  
Conducted by: Differentology, June - September 2018.  
Base: 18-35 adults.

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'Bowl To Soul'

■ Pre ■ Post



Across 11 week period UK like-for-like turnover increased by

**12%**



## Significant uplift in spontaneous brand awareness:

Cinema exposed respondents are **33% more likely to be aware of wagamama** vs. pre  
Cinema exposed = 24%, Pre = 18%



## Driving key brand perceptions further:

Cinema exposed respondents are **17% more likely to agree 'wagamama is a cool brand'**, **14% more likely to agree 'wagamama is a Japanese brand'**, and **21% more likely to agree 'wagamama makes you feel good'** vs. control.



## Significant uplift in consideration:

Cinema exposed respondents are **54% more likely to consider eating at wagamama** vs pre campaign levels, with almost **a third reporting to have eaten at a wagamama in the last month**.  
Top box consideration: Cinema exposed = 17%, Pre = 11%

## Summary

Launching the 'Bowl To Soul' campaign in DCM cinemas has been a huge success of wagamama – helping the brand drive awareness, **land key brand perceptions** of being a cool brand which makes people feel good, **increase brand consideration** and **restaurant footfall** amongst its core young audience.

