



FOOD & DRINK BRAND DESIGN

EAT



We are Eat With Your Eyes, a design agency specialising in food and drink branding and creative campaigns.

We build brands from scratch and breathe fresh new life into existing experiences.

Based in Bedford, we work with leading global companies and dynamic start-ups.

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KELLY DELI

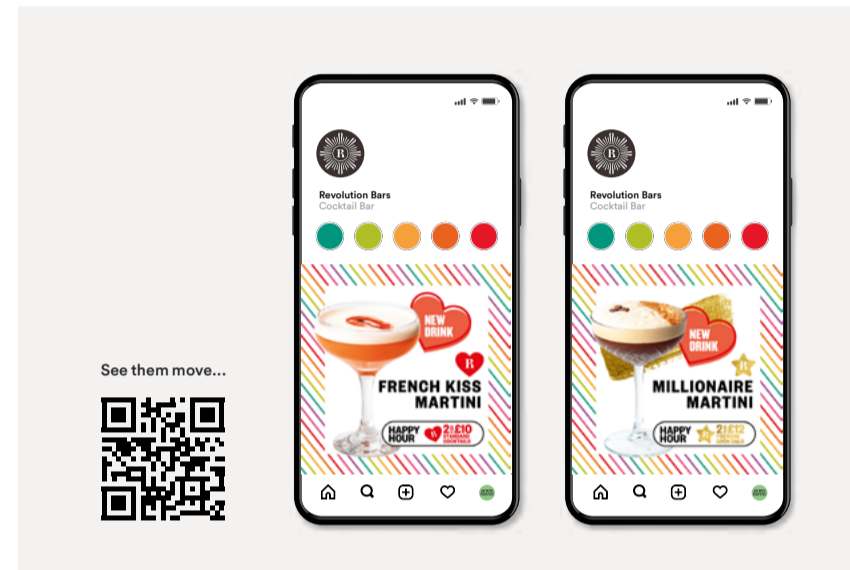
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Revolution Bars / Food campaign + Drinks campaign

REWINDING IT UP!



Big bold eating with no apologies, evoking 'Revs' uncompromising attitude. The success of this food awareness campaign and menu design led to a new drinks menu - based around flavour experience. We designed a 34 flavour vodka wheel and a cocktail map taking you to your unique drink desires.

The projects came with a mini styling brand standards including a tone of voice guide. We created all on-site day part posters and menus (including price banded artwork). We also created moving content for social.

"Our lunch offer in particular has seen an increase in revenue purely due to elevating this offer on the menu and the outdoor signage. The EWYE team have been full of passion and enthusiasm throughout, working over and above to help us create beautiful and effective POS that now takes centre stage in our bars".

Kate Hawkshaw
Revolution Brand Marketing Manager



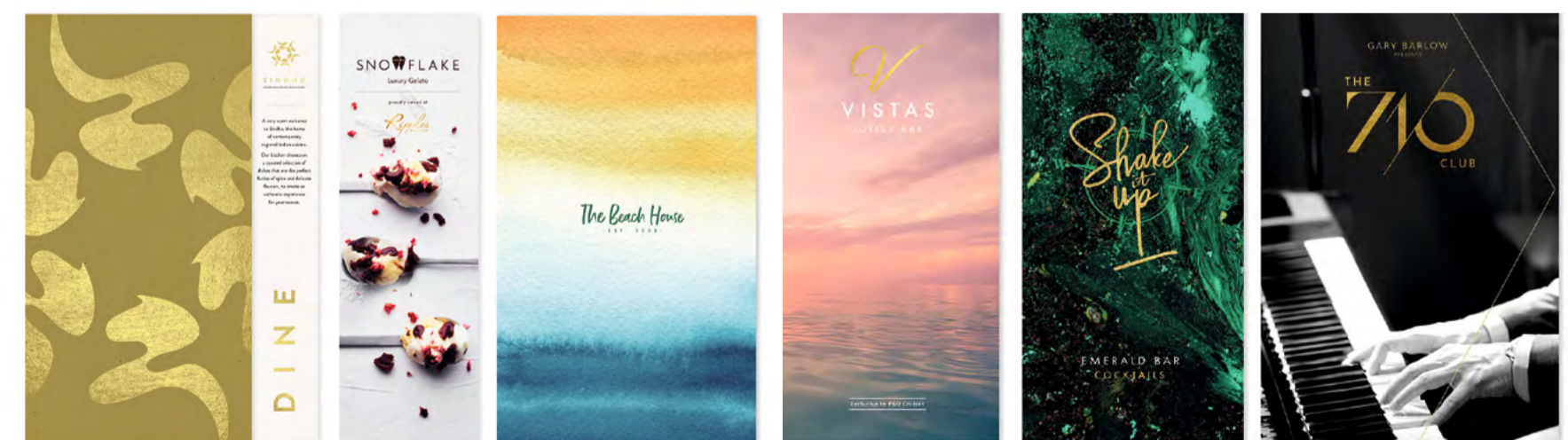
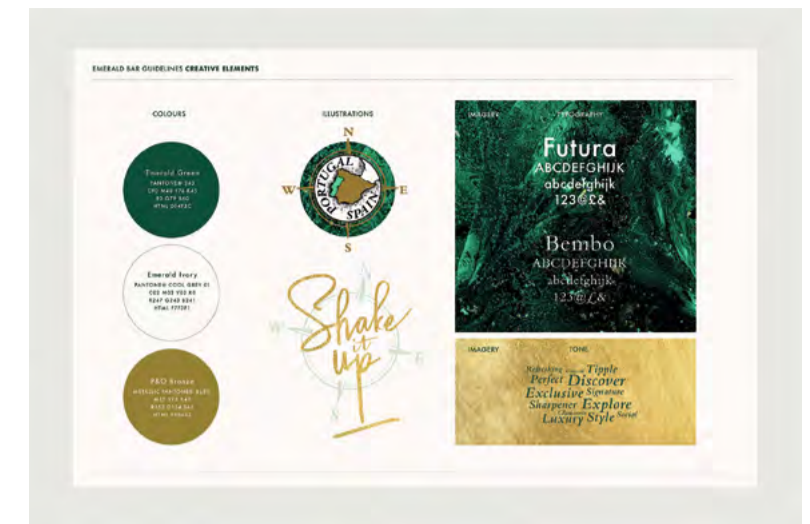
REVOLUTION

P&O Cruises / Restaurant and bar branding

Case Study

ALL ABOARD

We worked closely with P&O Cruises design and marketing team to create brand identities for multiple bars and restaurants on their flagship Iona. Stand alone destinations, comparable with high street destinations, with an umbrella 'Iona' visual thread through everything. Each branded destination was backed up with a mini standards for the in-house team to help with future marketing.



REFRESHMENTS



COMPANY OF COOKS



Dirty martini



P&O CRUISES



ODEON



TRAP KITCHEN



David Lloyd CLUBS

happy tokyo ASIAN KITCHEN



SLY DOG SPICED RUM

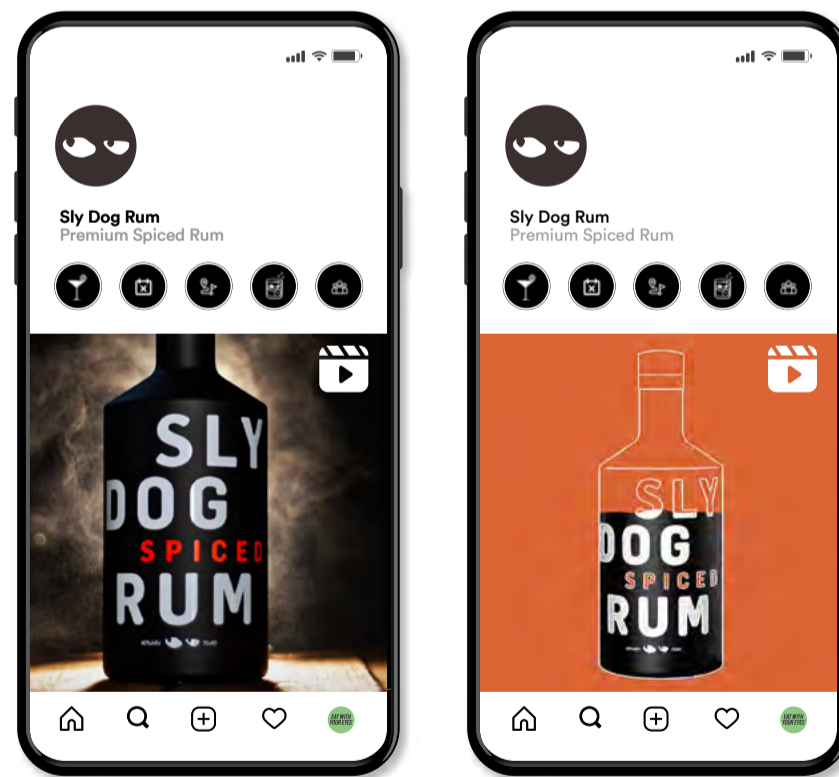
We work with leading global companies and dynamic start-ups.

Sly Dog Rum / Branding and packaging

Case Study

DRUNK IN STYLE

A start-up brand on a mission to disrupt. The product is secretly crafted using a fiercely guarded recipe of spices. We created a modern typographic design that is never quite revealed. The bottle stands out alongside competitors in a retail and bar environment. A total matt black finish helps the bottle absorb light and stand alone. A sharp bite of neon orange captures the fiery flavour, helping customers immediately understand the product.



See them move...



"We approached Eat With Your Eyes to bring our exciting new rum brand to life. We wanted the brand to catch everyone's SLY Eyes, stand out on shelf and above all, be unique! Paul, Steve and the team worked to deliver some options for us, before refining our chosen direction. The team at EWYE are fantastic to work with, they have a great eye for detail and have incredibly brought the brand we were planning to life"

Louis Goddard-Watts
Founder



Creativity

A modern brand engages in a genuine, ongoing conversation. A truly creative brand fires the imagination; motivating, educating, and inspiring. Customers love to share great brand experiences - **we live to build them.**



Strategy

We're strategic, but our process is never a set formula. From a full brand creation to a seasonal campaign, we are effective by understanding each client's unique challenge, and discovering what excites their customers the most.



Sharing

Our eyes are on the ever-changing food and drink world. Every week we curate 'The Nibble' e-newsletter and share this with clients. We broadcast 'The Nibble Live' and publish trend reports. This obsessive insight feeds our creative thinking.



Leading

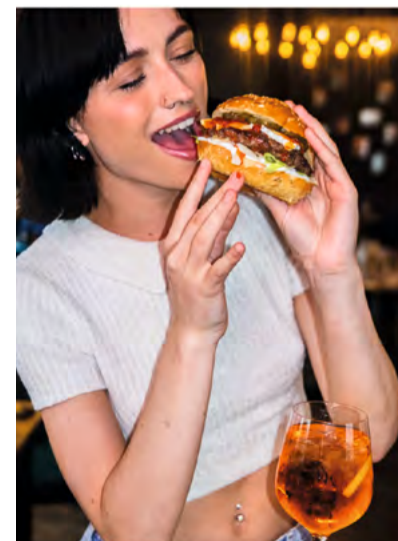
We believe design should be a force for good – encouraging people to make positive changes and consume more responsibly. Our CSR action plan is ISO accredited and we actively help our clients pursue solutions that help the environment and benefit society.

Greene King / Food and menu positioning

FOODIE THRILLS

Case Study

A new, experiential food positioning at the ultra inclusive end of the GK demographic. Photography and short films were the key media to connect with this highly social customer group. We did the usual food photo shoot (with stylist) but we also placed the camera at the heart of the action and documented a social energy beyond food. We created the tone, style, photographic standard, film shorts, social content and all marketing/menus. We have also repositioned two other sectors within the GK urban estate.



KellyDeli / Happy Tokyo grab & go branding

JOY FULL



happyy tokkoo 幸せ東京
ASIAN KITCHEN



After working with KellyDeli on their Sushi Daily concept in the UK and Europe, we were asked to create a new Asian eating grab & go concept - Happy Tokyo. We wrote the brand pillars and then designed the identity system including the logo, all styling elements and digital menu system. This concept is currently on trial in France.



SERVICES



Specialisms

- Branding
- Packaging design
- In-store POS including digital screens
- Exhibitions and events
- Food & drink photography and filming
- Integrated campaigns - on & offline Radio & TV / BVOD

Insight & research

- Market research
- Competitor benchmarking
- Customer research and insight
- Client brand analysis

Brand strategy

- Brand positioning
- Brand naming and registering
- Logo creation / development
- Brand tone of voice
- Brand launch
- Brand guidelines

Brand activation

- Artworking and production
- Site auditing
- Signage installation
- Point of sale systems
- Counter menu systems

Digital

- Social media content creation - static and animated
- Social media management / analysis
- TikTok filming
- Copywriting for blogs / CRM
- UI strategy and digital design
- Brand video / showreel creation
- Animated digital presentations

Interior design

- For pub, bar, café, restaurant and food retail environments we partner with award winning interior design agency Tanner

GOT A PROJECT IN MIND?

LET'S CHAT...



Paul Pisani

Account Director

07940 526680 / 01234 838932

paul@eatwithyoureyes.co.uk

