

柏檔極品海南雞飯



#### **PakDon Brand DNA**

#### **Brand objective**

- To illustrate the store operation; upgrade and reform the brand image; and widen the market share
- Strengthen and consolidate the current brand values through brand image reconstruction
- Introduce and recommend the food culture of having Boneless Hainanese Chicken Rice in Hong Kong; Promote the brand to become younger and more professional, and become a famous brand in Hong Kong
- Create a business with the objective to promote the dining culture of enjoying Boneless Hainanese Chicken in Hong Kong

#### **Product combination**

- Concentrate on single product; Target on providing Boneless Hainanese Chicken Rice set, including Chinese soup, fresh vegetables and sticky rice with chicken oil sauce
- Spicy Fried Meat Patty and Stewed Pig Trotters in Sweet Soya Sauce products as the subline products
- Develop take-away products; Provide the take-away of Boneless Hainanese Chicken and whole-chicken cutting service for festivals
- Develop house brand products series; Develop instant Boneless Hainanese Chicken Rice product with dressings

#### **Brand advantages**

- Single product targeting at the younger generations and middle class families with children
- Strong ability of group purchasing (economic of scales)
- Be more professional; Be more dedicated and professional
- Multi-functional stores and employees
- Single dining business model for easier operation
- Less labour division, Fewer types of work, Less staff, Less investment, and Faster return on investment

#### **Brand new positioning**

• Masterwork of Boneless Hainanese Chicken in Hong Kong

#### **Brand attributes**

• Innovative, Caring and Stylish

#### **Brand core personality**

• Professional, Standardized, Rapid, Refined and Sincere

#### **Brand competitiveness**

• Freshly made, Swiftly serve and Continuous improvement

#### **Brand personality**

• Excellent, Particular, Hygiene and Fashionable

#### **Brand visual language**

• Professional, Vogue, Simplified, Systematic and Standardized

#### Operation philosophy

• The more delicated, the better taste

#### Brand philosophy attributes

• To build a food empire with "specialization, delicacy, excellence and energy"

#### **Brand emotional attributes**

• To pursue a food culture of happy cooking

#### **Brand physical attributes**

• To provide a fast and high-quality Hainanese Chicken food service

#### **Brand new culture**

• Eat better with a nicer Hong Kong

#### **Brand story**

• I am your partner, your PakDon!

#### **Brand mission**

• Eat better, eat higher

#### **Brand vision**

- Become the icon of Hong Kong dining brands within ONE year
- Open businesses within all districts in Hong Kong within THREE year
- Become a famous dining brand in Greater China within FIVE year

# The Logo Concept

### Logo Concept 標誌意念



栢檔極品海南雞飯

- 以電子遊戲圖形象徵新生代的口味, 讓年輕的族群容易得到共鳴,鮮艷的 色彩象徵色香味俱佳
- 標識中的D呈現大口造型,表達吃得 暢快愉悅
- 聯想食客大啖大啖品嚐美味的去骨 海南雞

- Inspired by the game icon, the opening mouth graphic represents the middle-class kidult group
- The 'D' in 'PAKDON' showcases a wide openned mouth and a happy face
- Suggesting stuffing faces of satisfied customers

# The Graphic Identity

## Image Pattern 形象圖案



M95 Y100 Pantone 1795c



C50 Y100 Pantone 376c



M70 Y100 K5 Pantone 173c



# Flagship Store Image 旗艦店形象



# Flagship Store Image 旗艦店形象





# Cutlery 餐具



# Takaway Boxes 外賣盒



## Staff Tee-shirt 員工制服



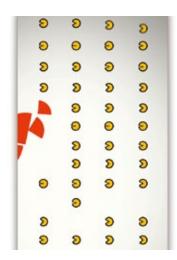
# Marketing Items 營銷細項



### Brand Animation 品牌動畫















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