

The background image shows the exterior of a restaurant named 'El Club de la Milanesa' at night. The building has a modern, industrial-style facade with vertical wooden slats. A large, illuminated sign on the upper part of the building reads 'EL CLUB DE LA MILANESA'. In the foreground, a large, black, cloud-like shape with a white outline contains the text 'El club de la milanesa' in white. To the right, there is a circular logo with the same name and a smaller, round, illuminated sign below it. The scene is lit with warm, ambient light from the building's interior and exterior fixtures.

El club de la milanesa

EL CLUB DE LA
MILANESA



Investigación

¿Qué busca la gente?

"Pasarla bien"

"Juntarme con amigos"

"Disfrutar el momento"

"Reírnos hasta que no duela la panza"

"Ponerle onda y pasarla bomba"

Estrategia

“Momento Milanesa”

Relacionar al club con situaciones de la vida importantes y felices.
Momentos de libertad en donde se es uno mismo.



Propuesta única a comunicar

Un buen lugar para estar.

A photograph of a restaurant interior. The ceiling is covered with numerous glass jars of various sizes, each containing a light bulb, serving as pendant lights. The background features a brick wall with a chalkboard menu and a sign that reads "TRATTORIA". The foreground shows wooden tables and red upholstered stools.

Concepto

Momento Milanesa.