

CREATIVE BRIEF

Breakers Restaurant and Bar

THE CLIENT:

Breakers is a casual, breakfast lunch and dinner restaurant in Haleiwa, on the north shore of Oahu. They serve a fairly standard American menu, with hamburgers, various grilled food, wood oven pizzas, and so on. They also have a full service bar.

THE BRAND:

The atmosphere of Breakers is very specific to the north shore. It is laidback and fairly local, though Haleiwa is also very much a tourist town, with a significant military population as well. Breakers plays on both of these influences: the local Hawaiian surf culture, and the general American culture brought to it by the many visiting tourists.

Breakers' main competitors are Haleiwa Joe's and Jameson's, the two other restaurants in Haleiwa most similar to Breakers. Both of these restaurants are more formal than Breakers, however, and as such are focused more on the tourist and city crowds, and not the locals. Breakers also has frequent events, particularly live music by local performers.

THE USER:

There are two ideal customers for Breakers. The first is John: 50-something husband, and father of two. He is visiting Hawaii, and would rather spend time in the more casual, authentic atmosphere of the north shore, than the cheap air of places like Waikiki. John would use the site in order to research his trip, or find a place to eat once he's there.

The second ideal customer is Chris: late 20s, lives somewhere in Hawaii, though not necessarily the north shore. He comes later in the day, to enjoy the bar scene at Breakers, and attends the events. He would use the site primarily to learn about upcoming performances or other special events.