

RESTAURANT SHOWCASE

WONDEREIGHT

VERSION
RS 04.13



BAKER & MORE

REGION UAE

CLIENT
ME RETAIL GROUP

TASK
**TOTAL BRAND
CREATION**

TASKS	SIGNAGE WALLPAPERS POSTERS ADVERTISING PACKAGING UNIFORMS
NAMING	MENUS
LOGO	TABLE TENTS
COPYWRITING	



We were asked to create the identity of a new coffee shop in town serving delicious buns, signature coffee, tea, macarons and breakfast.

The main challenge was to make Baker & More stand out in a wide range of commercial coffee shops and to attract a different, higher class of customers.

The results were a trendy yet classy looking coffee shop. We focused on the materials used rather on the graphic visuals, like jute/burlap bags, wooden containers, nice tableware, etc. to help convey the unicity and genuineness of the place.



DISCOVER
THE WORLD OF
MACARONS

FRESHLY MADE
AND BAKED TO PERFECTION







A photograph of a modern building's exterior. The upper portion features vertical wooden slats, while the lower portion has large, light blue rectangular panels. The building has a curved, stepped roofline. In the foreground, there's a white surface with some dark marks.

ORIGAMI

REGION LEBANON

CLIENT
COOL FIVE

TASK
**TOTAL BRAND
CREATION**

TASKS	WALLPAPERS
NAMING	ADVERTISING
LOGO	OUTDOOR
COPYWRITING	PACKAGING
MENUS	UNIFORMS
TRAY MATS	PROMOTIONS
SIGNAGE	EVENTS





A new concept was hitting the streets of Beirut combining a Kids Academy and a Class A Kitchen / restaurant. The clients entrusted us with the creation of an identity that clearly communicates the contrast and unicity of the place.

The challenge in this case was bringing out the fun in chic. The academy consists of theater classes, workshops, art courses and a dancing audio while the restaurant targets class A customers. The choice of name was really pivotal to the brand as it helped in communicating both liveliness and sophistication.

The result was a brand that attracts curious children and their posh parents. We were able to reach that goal through applying the concept of folding on the different applications at hand.

kitchen menu

Salads & Starters

Blamaine / 8.000
Served like warm and sprinkled
with sea salt.

Steamed Shrimp
Dim-Sum / 22.000

Served in a bamboo basket with
soy and sweet chili sauce.

Grilled Calamari
in Extra Virgin Olive Oil / 12.000

Served with extra virgin olive oil
and lemon juice.

Shredded Beetroot
with Horseradish Dressing / 10.000

Horseradish dressing, beet
root, carrots, red onions, radish.

Chopped Salad
with Honey Mustard Dressing / 10.000

Honey mustard dressing, lettuce,
carrots, radish, cucumbers, tomatoes.

Iceberg and Blue Cheese Salad / 10.000

Lettuce, blue cheese, roasted
hazelnuts, and blue berries with
blue cheese dressing.

Green Salad / 10.000

Mixed green salad, lime and
extra virgin olive oil.

Fresh Tuna Salad / 18.000

Fresh tuna seasoned with
Asian flavours, bamboo shoots,
cucumber and toasted
sesame seeds.

Sandwiches & Savoury Pastries

Goat Cheese / 12.000
Freshly baked goat cheese
and herb puff pastry with
sun-dried tomatoes and extra
virgin olive oil.

Tomato Eggplant / 18.000
Puff pastry with ripe tomatoes,
goat cheese and eggplant.

French Fries / 7.500

Grilled Vegetables / 6.000

Mashed Potato / 6.000

Steamed Rice / 5.000

Pasta

Linguine Sorrentina / 24.000
Linguine with fresh mozzarella, ripe tomatoes and basil leaves.

Mushroom Tortellatelle / 24.000

Tagliatelle with fresh seasonal mushrooms and white sauce.

Seafood Lasagne / 28.000

Shrimps, mussels, calamari and hamour with a light tomato sauce,
folded in lasagne sheets.

Mains & Grills

Adult Beef / 42.000

Cook with pepper, rosemary, thyme, garlic, onions, mushrooms and
potatoes.

Grilled Chicken / 28.000

Grilled chicken with potatoes and vegetables.

Grilled Shrimps / 28.000

Grilled shrimps with potatoes and vegetables.

Adult Fish / 38.000

Cook with pepper, rosemary, thyme, garlic, onions, mushrooms and
potatoes.

Veal Pâté / 38.000

Grilled veal pâté with potatoes and vegetables.

French Fries / 7.500

Grilled Vegetables / 6.000

Mashed Potato / 6.000

Steamed Rice / 5.000

Sides

Desserts

Caramelized brioche with vanilla
ice cream (for 2 pers) / 10.000

Chocolate fondant with pistachio
ice cream / 14.000

Crème brûlée / 12.000

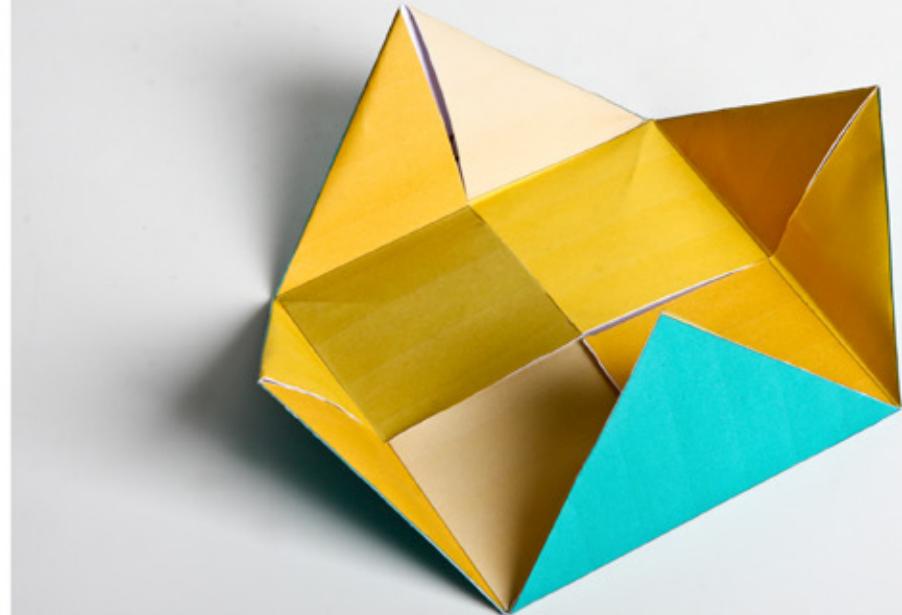
Profiteroles / 14.000

Apple tarte with vanilla ice cream / 13.000

All prices are in Lebanese pounds
and include VAT.
Subject to change.

SHE





COZMO CAFE

REGION LEBANON

CLIENT
BOUBESS GROUP

TASK
**TOTAL BRAND
CREATION**



TASKS

POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS





The brief was a concept offering a wide range of start food offering. We were commissioned to create a brand that offers a casual-chic experience. And as the restaurant was opening in the most prestigious Yachting club in Beirut, we set the challenge of creating a balance between a casual, chic and maritime feel.







TOMATOMATIC PIZZA

REGION LEBANON

CLIENT
MINISTRY OF FOOD

TASK
**TOTAL BRAND
CREATION**

TASKS

POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS











FALAFEL ABOU L ZIZ

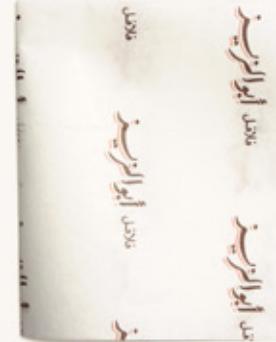
CLIENT
HOSMAN

TASK
**TOTAL BRAND
CREATION**

REGION LEBANON

TASKS

SIGNAGE
FAÇADE
PACKAGING
NAMING
LOGO
INTERIOR
COPYWRITING
LIGHTING
MENUS
DECORATION





When FAZ asked us to create a falafel shop for franchising – falafel being a culture-anchored food - we made sure that we both share the same vision before we accepted the challenge: To create a brand that respects both a genuine falafel shop and a loyal falafel consumer. This meant designing a brand enough for duplication, but without affecting the image expected by the falafel consumers, which is no image! “So designing without design?” was the first reaction among our team members...





With minimal design, we were able to achieve a brand that has all the familiar aspects of a falafel shop that the customers look for, and without any “surprises” in the taste! An old-fashion fan cutout from the façade, the sandwich price clearly visible (a pre-requisite for any taxi driver), local language in all communication and simple, unbranded packaging to keep the costs genuinely low.

The client kept his promise, and so did we. The place was crawling with people from the first week, and the second branch opened in less than 6 months.





BOB'S

REGION LEBANON

CLIENT
BOUBESS GROUP

TASK
REBRANDING

TASKS

POSTERS
ADVERTISING
PACKAGING
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS



BOB's was our first baby in the restaurants branding family, and it was about time to give it an uplift. 7 years after its launch, BOB's Easy Diner has grown enough to deserve a more mature image. We made sure to keep the brand values, but to create something that stands out from the local competition.





**GREAT inventions
OF THE 50s**

* 1955 * BOBSTERS USE HAIRSPRAY TO STYLE THEIR 'DO FOR THE FIRST TIME!

In the early 1950s, the creators of Hairspray Creme were inspired by common housewives from Shreveport, Louisiana who were known to hairspray. By 1955, the product became popular and was sold worldwide.

* 1957 * A FRISBEE IS TOSSED, CRASHES INTO BOB'S WINDOW!

More often being thrown 20 miles per hour than ever before, many were crashing on the Bob's window. Fredrick Morrison began skipping the fine products because he sold his rights to a popular toy company (Wham-O) who called the flying disc "Frisbee" and had named it the "Wham-Bamm!"

* 1959 * FAME TWIST TO "THE TWIST" AT BOB'S!

In 1959, Chubby Checker recorded an upbeat cover version of Hank Ballard and the Midnighters' "The Twist". It was then when Shreveport night dancing or "Twirling Jiggin", gained全国 popularity. The song was so popular that it was voted the "Song of the Year" and was voted to a whole new Bobby level!

THERE AIN'T NO FINER DINER! **Bob's** FACEBOOK: BOBSONLINE.COM





Along the way, communicating the new image was done gradually by creating event-centric mini campaigns like the World Cup, Thanksgiving and Fathers Day and making sure that everything from photography, to copywriting and graphics shouted absolute maturity.





THURSDAY'S
OPEN
MINI BURGERS
& BEER

WINGS ARE SO TWO DAYS AGO!

ENJOY BOTTOMLESS BEER & ALL-YOU-CAN-EAT MINI BURGERS!

L.L. 33,000
INCLUDING VAT





أنتقام

uptown
966
Mediterranean fusion

CLIENT
AL MAWAED

TASK
**TOTAL BRAND
CREATION**

REGION KSA

Jeddah 2nd fl 204
North Jeddah Jarir Mall
tel: 966 2 420 2088
Khobar Al Corniche
tel: 966 3 889 1155

**UPTOWN
966**

uptown
966
Mediterranean fusion

TASKS

POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS
WEBSITE

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS





The client came to W8 for help in creating a new concept in a star location in KSA. The location used to host a winning concept with a success story in the area, and this was the challenge we were excited to take: Gaining client's acceptance with expectations already set to "high"

Although the offering was the same as the previous concept, we created a completely new experience that leaves you with a familiar feeling at the end of your visit.





ROGER'S DINER

CLIENT
IMC QATAR

TASK
**TOTAL BRAND
CREATION**

REGION QATAR

TASKS

POSTERS
ADVERTISING
PACKAGING
WALLPAPERS
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE





Just another diner? Not quite.

With more than 2,084 different American Diner concepts out there, good food and a prime location aren't enough anymore. If you want to stand out, your new diner has to have a story, a theme, from head to toe...or as we say "from the name to the nametag". We started with a long research to find a theme that is unique and that will be accepted by the local culture in Qatar. Between motorcycle gangs and aviation, the latter won the most votes.

We applied the theme from the name (Rogers), to the architecture (wing-shaped bar, engine fans and reactor lights), down to the very last detail on the waiter's outfits and name tags (Air man, sergeant, officer...).



SPOT THE DIFFERENCES!

Find all six differences in both aircrafts!



ROGER'S
DINER

PICK YOUR FAVORITE MEAL!

Chicken Fingers / أصابع الدجاج - Q.R. 22
Bbq Chicken / دجاج مشوي - Q.R. 22

Oven roasted and bbq grilled chicken breast with mashed potatoes and vegetables
مقدار دجاج مشوي مع البطاطا والبطاطس

Baked Chicken Macaroni / معكرونة بالدجاج - Q.R. 18
Grilled chicken, mushrooms, and elbow macaroni tossed in a cajun cream sauce
مكرونة من بقدونس، فطر، باسبو، بصلحة الكاجون في سوس كاجون

Crispy Cheese Sticks / أصابع الجبن - Q.R. 24
Lightly breaded and golden fried mozzarella cheese. Served with coleslaw and french fries
بيكاشي مقلية تغطى بسلطة الموزاريلا وفطيرة فرنسية

Burger Sliders / برغر شكل شريان - Q.R. 22
One beef mini cheese burger and one mini grilled chicken burger with spiral fries
برغر لحم اندن برقش دجاج مع فطيرة ملتوية

Mini frankfurter / نقانق - Q.R. 24
Smoked sausage, crunchy potato chips, mayonnaise, mustard and ketchup
نقانق مدخنة ، بطاطا ملتوية ، صلصة المايونيز ، صلصة الموزاريلا والملوثة

Mini Pizza / بيتزا - Q.R. 18
Served with coleslaw and waffle fries
صلصة الطماطم ، فطر ، بقدونس وصلصة الطماطم

Spaghetti and meat sauce / سبايدبى مع صلصة اللحم - Q.R. 18
Fresh spaghetti pasta with seasoned beef and tomato sauce
سبايدبى مع لحم البقر وصلصة الطماطم





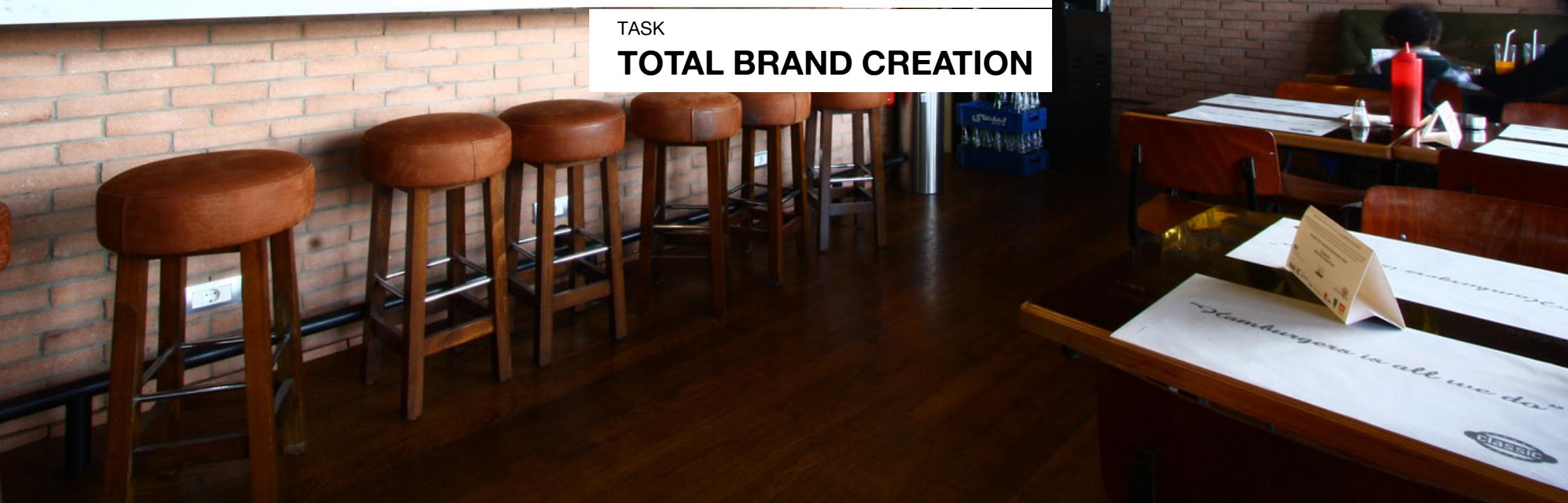


CLASSIC BURGER JOINT

CLIENT
MINISTRY OF FOOD

REGION
LEBANON

TASK
TOTAL BRAND CREATION



TASKS	POSTERS
NAMING	ADVERTISING
LOGO	PACKAGING
COPYWRITING	MERCHANDISE
MENUS	UNIFORMS
TRAY MATS	PROMOTIONS
SIGNAGE	EVENTS
FAÇADE	COMMUNITY-MANAGEMENT
WALLPAPERS	WEBSITE



Wet Napkin



"Hamburgers is all we do"

H03BPA03062981



BURGER/ADDICT



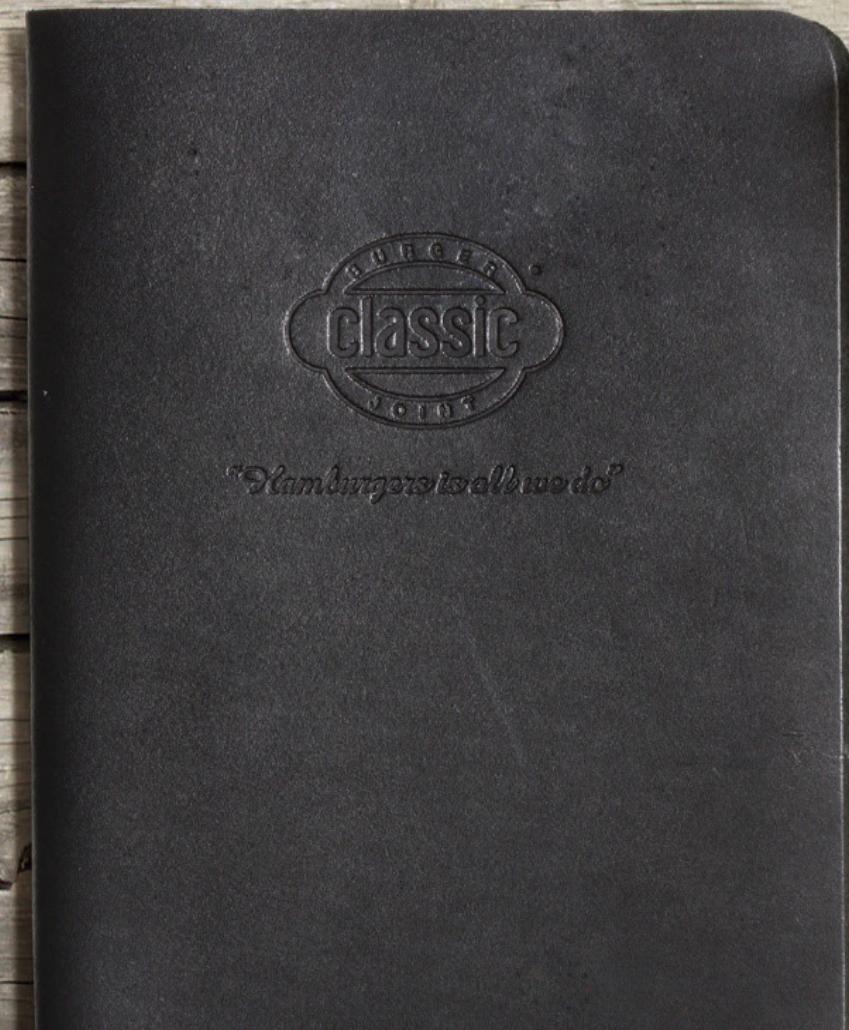
"Hamburgers
is all we do"

classic.

BURGER JOINT

HUNGRY? DIAL 03BURGER

www.ClassicBurgerJoint.com



classic.

BURGER JOINT

~~★BURGERS★~~

(all our burgers are served with a box of homemade fresh fries and coleslaw)
Our fries are made with 100% natural peanut oil

CLASSIC®

Succulent charcoal grilled patty with lettuce, tomato, pickles & classic sauce. 12.000

CLASSIC CHEESE

The classic with double cheddar cheese 14.500
For every order of this item, we will be donating 1.000 LBP to the Lebanese Red Cross.

SWISS 'N' MUSHROOM

The classic patty smothered with rich mushroom gravy, lettuce, deli sauce and melted Swiss cheese 15.500

MOZZARELLA BURGER

The classic burger topped with a tempting breaded mozzarella patty 15.500

BLUES BURGER

The original with unforgettable blue cheese spread, lettuce, pickles & tomato 15.000

HONEY MUSTARD CHICKEN

Most charcoal grilled chicken, Swiss cheese, sweet honey mustard, pickles, mayo & lettuce 15.000

The concept is all in the name: It's a classic burger joint, and hamburgers is all 'they' do! The challenge was to create the most simple, straight to the point identity and architecture, while reflecting a unique and genuine experience.

From the name to the waiter's name tag, we kept the simplicity flowing in every aspect of the communication. The thorough research we conducted (that involved traveling to London, Paris, New York and other American states!) and our love of Hamburgers have contributed largely in the success of the brand, and especially in the restaurant's architecture.







As for marketing, W8 used new interactive media and viral techniques to achieve a successful launch with a very tight budget.

Khaled ElAhmad @Shusmo 9h
Looking for #socialmedia case studies, good and bad ones, creative campaigns, deadly mistakes, out of the box... you name it :-(
[Expand](#)

Nibal Jarrar @NibalJarrar 9h
@Shusmo check out the twiiter and FB fan page of Classic Burger Joint in Beirut they are a gr8 ex of hw brands shld use SM @CLASSICbrgr
• Hide conversation [Reply](#) [Retweet](#) [Favorite](#)
12:22 AM - 9 Aug 12 via Twitter for iPhone - Details

[Reply to @NibalJarrar @Shusmo](#)

Khaled ElAhmad @Shusmo 9h
@NibalJarrar @CLASSICbrgr thanks
[Expand](#)



WOK BOX

CLIENT

WOK BOX MIDDLE EAST

TASK

**FRANCHISE
LOCALIZATION**

REGION LEBANON

TASKS

POSTERS
ADVERTISING
PACKAGING
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS





Wokbox had already started in Beirut before they came to us. But the franchise designs and communication material did not talk to the Lebanese consumer. In Canada and the US, the low-cost, no-design menus were compensated by the customers knowledge of Asian food and the high demand. We had to re-design all the communication and re-think the menu offering, which led to a classier look-and-feel and a more informative/mouthwatering approach.

In less than a year later, the mother Franchise were already considering using the new image in their 80+ stores in North America!







CAFE HAMRA

REGION LEBANON

CLIENT
BOUBESS GROUP

TASK
**TOTAL BRAND
CREATION**



TASKS

POSTERS
ADVERTISING
PACKAGING
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS







The idea behind the restaurant is to revive the Hamra of the 70s while addressing the younger generation. After 3 months of research on the history and pop culture of the 70s, we dug up ancient footage and photography and 'urbanized' it!

For the launching campaign of the restaurant, a typical Lebanese cast was chosen, showing that both the father (70s) and his son (2010) enjoy the same experience, 40 years apart...

A lot of branding detail went into the interior decoration too, from airbrushed urban maps on the ceiling to uniquely designed frames reflecting the 70s era.





BtoB

CLIENT

ZIAD BECHARA

TASK

**TOTAL BRAND
CREATION**

REGION LEBANON

TASKS

POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS





EVERYONE NEEDS A PLACE TO GO AFTER THE BAR & BEFORE WORK

STARTERS

Giant Bruschetta	3.500	Baked Potato	4.000
Baked bread topped with melted mozzarella cheese and served with corn & beer sausages on the side.			
Chicken Wings	3.500	Chicken Nuggets	4.500
Breaded chicken wings served with ketchup & garlic dip on the side.		Breaded chicken wings served with ketchup & garlic dip on the side.	
Mozzarella Sticks	4.500	Fried Fries	3.000
Breaded mozzarella sticks served with ketchup & garlic dip on the side.		Crispy fries in 100% natural vegetable oil.	
French Fries	3.000		
Crispy fries in 100% natural vegetable oil.			

*All our cheeses are imported from Europe

MANAKISH AND SAJ

Zaatar	1.500	Jalibet (Ricotta & Cheese)	3.500
Fatouk & Cheese	3.200	Mashed & Eggs	4.500
Fatouk & Cheese	3.200	Cheese & Peppers	5.500
Cheseek	3.200	Cheseek & Beef	5.500
Cheseek & Ham	3.300	Choice	3.500
Cheseek & Ham	4.000		
Labneh	3.500	The following items are only available on Sat	
Hummus	4.800	Manakish (Pita Bread)	4.000
Salsa	2.000	Chopped cucumbers, tomatoes, bell peppers in a spicy salsa, served topped with Manakish.	
Kebab	2.500	Cheese & Tomato	
Meat	3.000	Manakish with meat toppings.	
Asparagus & Eggs	4.000	Chicken Caesar	5.500
Asparagus & Eggs	4.500	Crisped chicken breast, romaine lettuce, Caesar dressing.	
Salad	4.000	Chicken Caesar	5.500
Cheseek & Sausage	4.500	Crisped chicken breast, romaine lettuce, Caesar dressing.	
Lahmeh (Beef)	2.500	Choice Banana	2.500

*No cheese is added to our salads





CLAY

CLIENT
MOJAMO

TASK
**TOTAL BRAND
CREATION**

REGION **LEBANON**

TASKS

POSTERS
ADVERTISING
PACKAGING
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS



Free meals?! **Free vouchers?!**
It's Clay's One Year Anniversary! Create a look with your body and arte.
Give your friends to like your photo & win free meals, play ground machines and more!



Clay was a challenging concept. The restaurant offered multiple experiences under one roof: Fine Dining, Casual Dining, Lounge and a large Play area for kids to host birthday parties! We turned this challenge into a new experience, one you could model as you wish: so we named it 'Clay' with the slogan "model your experience".

To complete the visual experience, we used earthy colors and materials, macro photography and a touch of Purple to bring warmth and magic to the place.





Waffles with Chocolate Syrup

model your experience

BREAKFAST

(served all day)

SUNNY TRIO 9.500

Your choice of omelets, scrambled or fried eggs served with bacon or sausage and hashbrown with a side of toasted bread

SPANISH OMELETTE 9.500

Sautéed mushrooms, onions, bell peppers, parsley, diced tomatoes, served with toast

WAFFLES 9.000

Waffles sprinkled with powdered sugar topped with whip cream, served with maple or chocolate syrup on the side

LEBANESE BREAKFAST CORNER

POT OF EGGS 7.500

Oven baked eggs served in a clay pot mixed with your choice of:
Authentic Homemade Awama | Makanek and Cheese | Sujuk and Cheese

LABNEH 5.000

BAKED HALLOUMI 7.000

Oven baked halloumi served in a hot pot



© SPECIALTY 🥑 HEALTHY 🔥 SPICY
All prices are in Lebanese pounds and include VAT.





To make a dent in the outdoor media chaos, we went for a “creative media buy” with 3 different visuals. The effect on people was instant and Clay gained 100% visibility for this campaign!



THE MET

CLIENT

BOUBESS GROUP

TASK

**TOTAL BRAND
CREATION**

REGION LEBANON

TASKS

POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS











FRENCH BAKERY

REGION LEBANON

CLIENT
RITA HOYEK

TASK
**TOTAL BRAND
CREATION**

TASKS

SIGNAGE
TABLE TENTS
POSTERS
PACKAGING
UNIFORMS
PROMOTIONS
FLYER INSERTS
KIOSK





French Bakery is a leading producer of French bread delicacies, catering all major hotels, restaurants and gourmet supermarkets. We were commissioned to transform the company from bread distributors to a gourmet, direct consumer brand. W8 started by creating The Brand, The Values, and an authentic French touch that reflects tradition and their natural savoir faire. Building on that, we developed the restaurant, menus, outfits, inside decoration and island stand for food courts and shopping malls.







AL BAIK

CLIENT
AL BAIK

TASK

**NAZIH W WARTAN
CAMPAIGN**

REGION KSA

TASKS

PACKAGING
ANIMATION
POSTERS
UNIFORMS
PROMOTIONS
AMBIENT

CAMPAGN
CHARACTER-
ILLUSTRATION
MENUS
TRAYMATS
BANNERS









CASTANIA

REGION GCC

CLIENT
CASTANIA

TASK
**TOTAL BRAND
CREATION**

TASKS

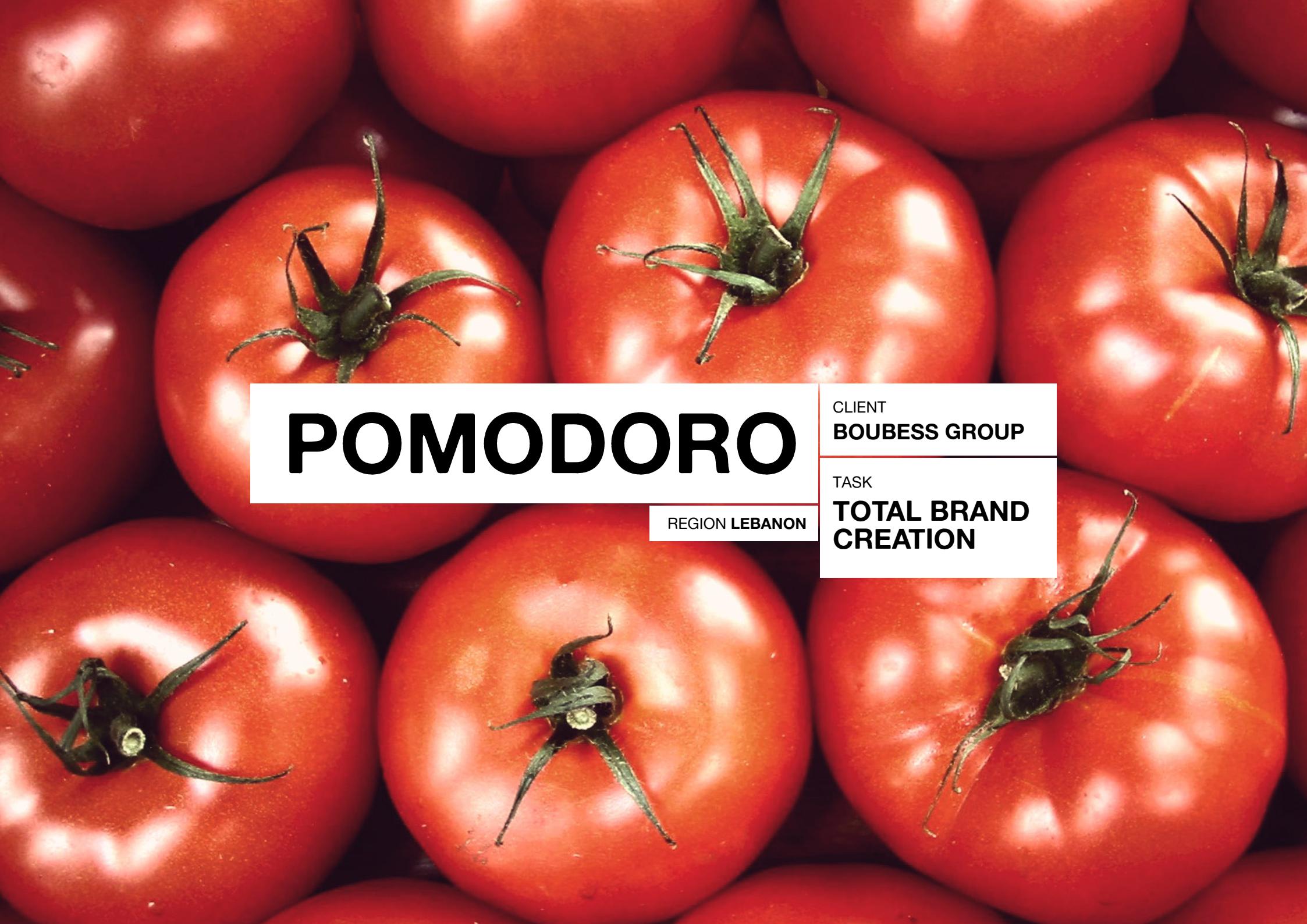
SIGNAGE
INTERIOR
POSTERS
PACKAGING
UNIFORMS
PROMOTIONS
BANNERS

LOGO
COPYWRITING
STATIONERY









POMODORO

REGION LEBANON

CLIENT
BOUBESS GROUP

TASK
**TOTAL BRAND
CREATION**

TASKS

POSTERS
ADVERTISING
PACKAGING
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS





TOMATOES
MAKE PIZZAS
GO ROUND

PASSION
FOR PIZZA
Pomodoro

PASSION
FOR PIZZA





KAITEN

CLIENT
BOUESS GROUP

TASK
**TOTAL BRAND
CREATION**

REGION LEBANON

TASKS

POSTERS
ADVERTISING
PACKAGING
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS



When asked to come up with a new sushi restaurant concept, WonderEight had to dig deep into the Japanese culture and build a totally new and out of competition restaurant for the local market.

KAITEN represents a Japanese conveyor belt (kaiten) and a sushi bar. The first non-smoking sushi concept in Beirut, Kaiten was also focused on delivery: we had to put a big attention to the packaging and the ordering setup, and since it's a conveyor-only service, the price coding for the dine-in was crucial.



LE COMMODORE HOTEL

TASK

TOTAL BRAND CREATION

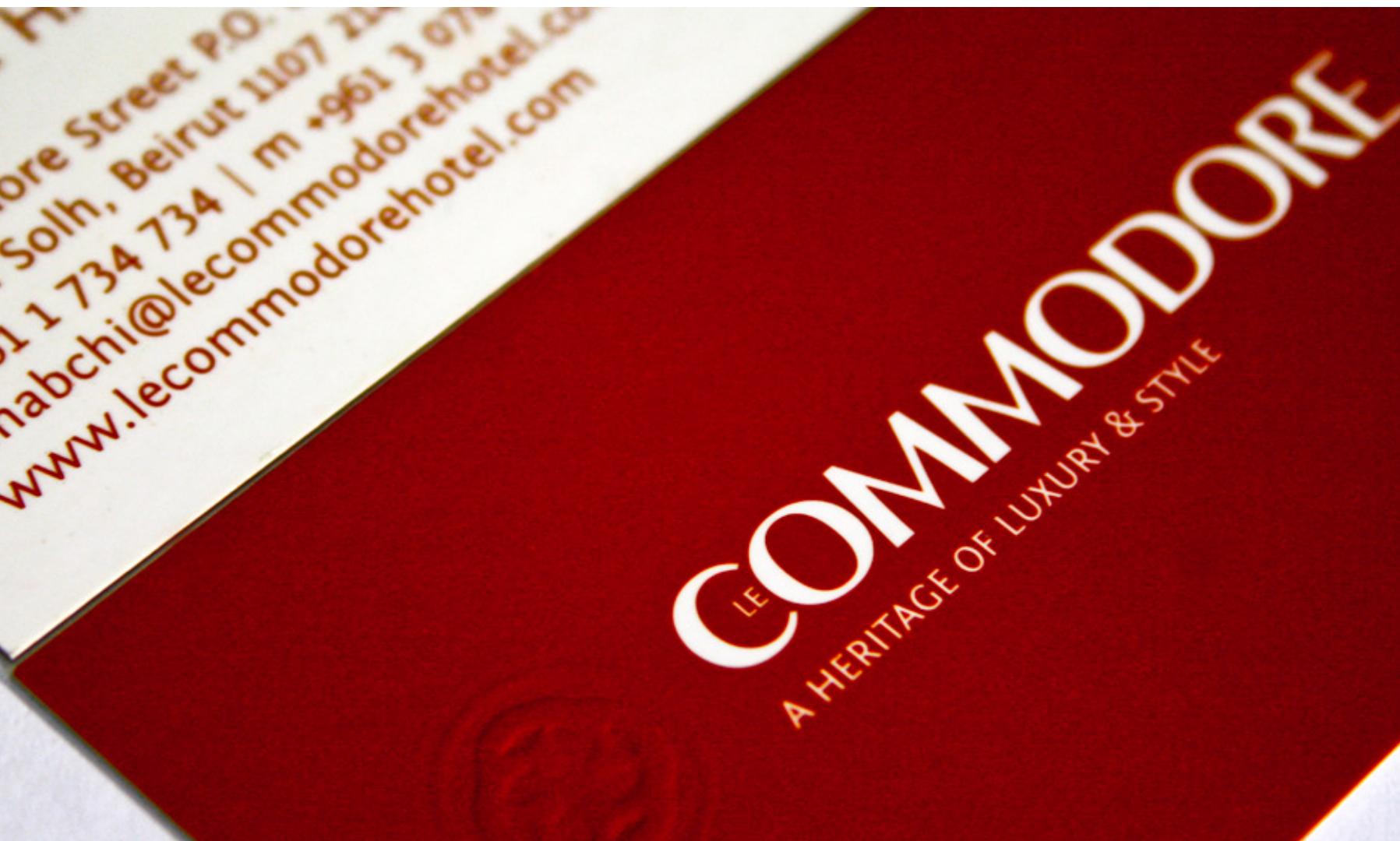
REGION LEBANON

CLIENT
BOUBESS GROUP

TASKS

WALLPAPERS
POSTERS
ADVERTISING
PACKAGING
LEAFLETS
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

LOGO UPLIFT
CORPORATE IDENTITY
COPYWRITING
ROOM CARDS
MENUS
HOTEL AMENITIES
SIGNAGE



COMMODORE

LE

A HERITAGE OF LUXURY & STYLE

PRICE A
Commodore Street #0
Riad El Solh, Beirut 1107 1712
t +961 1 734 734 | m +961 3 672 111
b.habchi@lecommodorehotel.com
www.lecommodorehotel.com



When Le Commodore Hotel separated from Le Meridien, it needed a total re-branding. We were commissioned to handle the account from Branding to Communication and online sales.

Timing for this job was crucial, the contract was coming to an end and the transition had to be seamless to the customer, both online and in the real world.

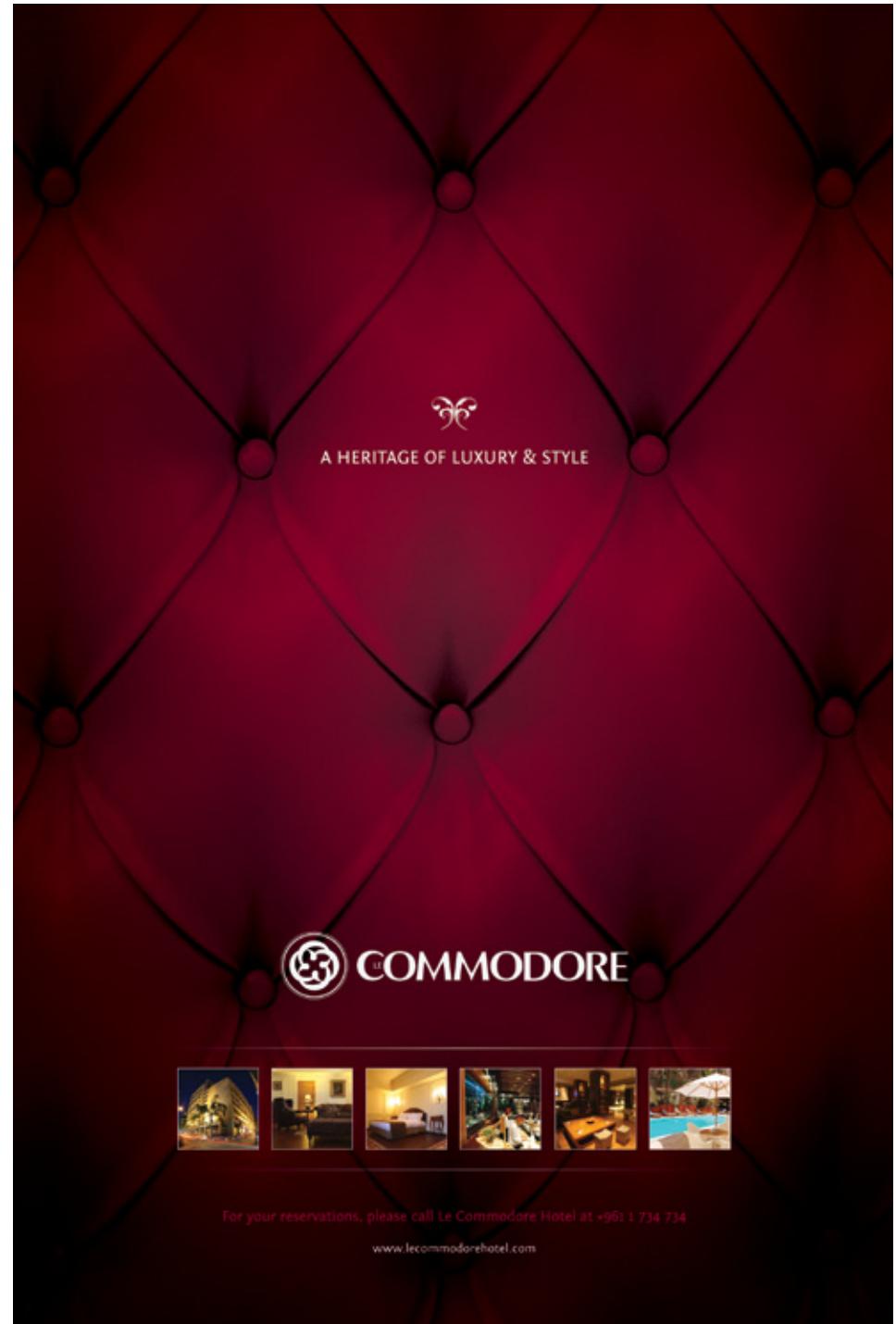
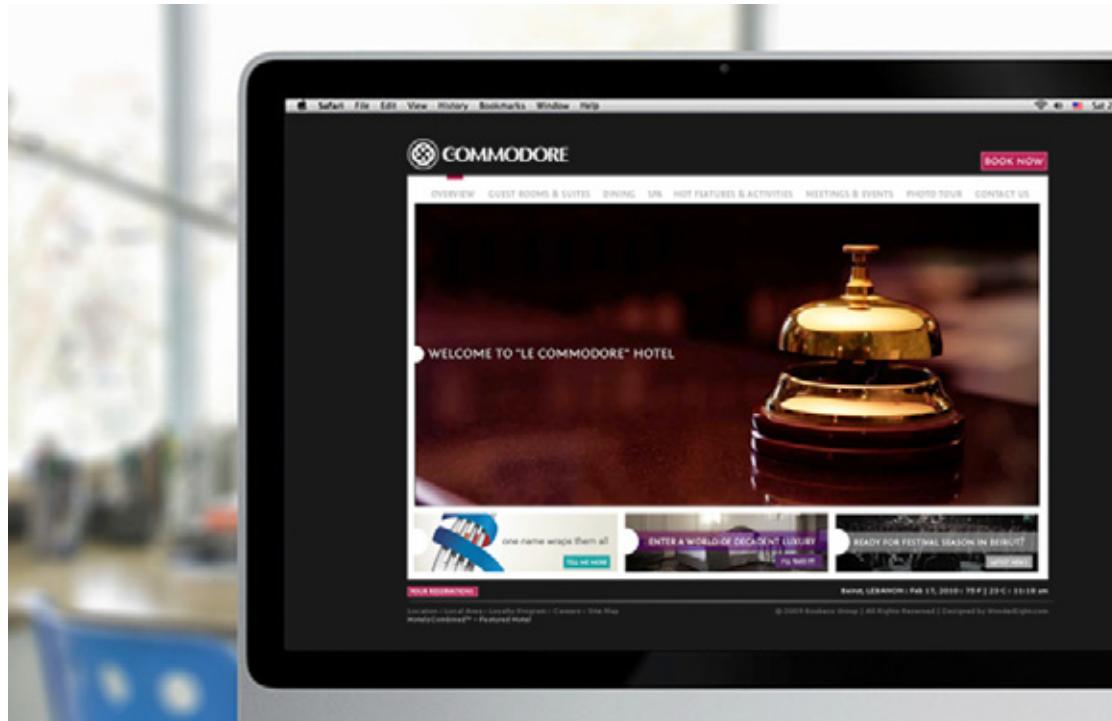
W8 delivered the re-branding, ATL/BTL material, production of all printables, menus and promotional items in less than 45 days, and launched a website with a complete booking system that generated 15% extra sales in the first 6 months thanks to an efficient SEO online campaign.

DO NOT DISTURB

express
Breakfast
menu



COMMODORE
A HERITAGE OF LUXURY & STYLE





THE SECRET RECIPE:

CREATIVITY

CROSS-
CULTURALISM

COST-
EFFECTIVENESS

CREATIVITY

Within W8, we have the most expansive cross-disciplined creative capability of any agency in the world. Some of the skill sets range from industrial designers (environmental and product designers) to graphic designers, writers, filmmakers, theatre people, artistic directors, architects, interior designers, and interactive designers.

You name it, we have it. This is the most exciting thing that we do. Cross-Culture: Based in Beirut, the world's most multi-cultural city, and operating worldwide, we're a world agency for world brands: cross-market, cross-cultural and cross-disciplined. Cost-Effectiveness: W8's pricing strategy is to always stay competitive and be affordable to small and medium enterprises. Our boutique-style structure operates on logical costs.

WHAT DO WE DO?

Brand creation, logo and corporate identity, brochures, posters, product packaging, stands, copyrighting, signage, decoration, communications, campaigns, events. And through W9: cd-rom presentations, websites, interactive media, screensavers and Flash games, illustrations, character design, storyboards, animatics, 2D, Cel and 3D animation, TV habillage and special effects.

How and Where do we work?

We work on a project basis worldwide. We don't pitch. We prefer to spend the time getting clear on what needs to be done, and designing a process to deliver success.

All project-related documentation, including strategic and creative IP and admin, is updated and uploaded online on our secure online file centre, enabling both the team and the client to access content at any time, from anywhere. As a world agency, we employ the latest and most efficient multi-party, multi-market communications infrastructures, like video conferencing and VOIP, all designed to increase touch time, and lower travel time.

Our studios are located in Berytech, a state of the art Technological Pole in Beirut Lebanon, with fully equipped offices, including high internet bandwidth and high-speed networks. Inside the Pole, we work closely with all companies in the CG field, from Telecine to chroma-shooting rooms, editing suites and sound studios.

WHO OWNS W8?

WonderEight is 100% independently owned and operated by the two brothers: Boudy and Walid Nasrala.

The people working with us are all beneficiaries of our success at multiple levels, which adds to our stability and sense of unity. Our international Financial Advisers, Camperio, and investors, are helping us build not only an innovative business, but one leading in its process & performance at every level.

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THE MET
METROPOLITAN EATERY

Leila
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Bob's
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KAITEN®
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uptown 966
mediterranean fusion

French Bakery

Pan Jan
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فلافل
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SUSHI BENTO

TOMATOMATIC®
PIZZA

COFFEE LOUNGE
BAKER & MORE
B M

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OUR CLIENTS

