

RESTAURANT SHOWCASE

VERSION
RS 04.13

WONDEREIGHT



BAKER & MORE

REGION UAE

CLIENT
ME RETAIL GROUP

TASK
**TOTAL BRAND
CREATION**

TASKS

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





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
MACARONS

FRESHLY MADE
AND BAKED TO PERFECTION







A photograph of a modern building's exterior. The building features a curved facade composed of vertical wooden slats and blue rectangular panels. The sky is clear and blue.

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





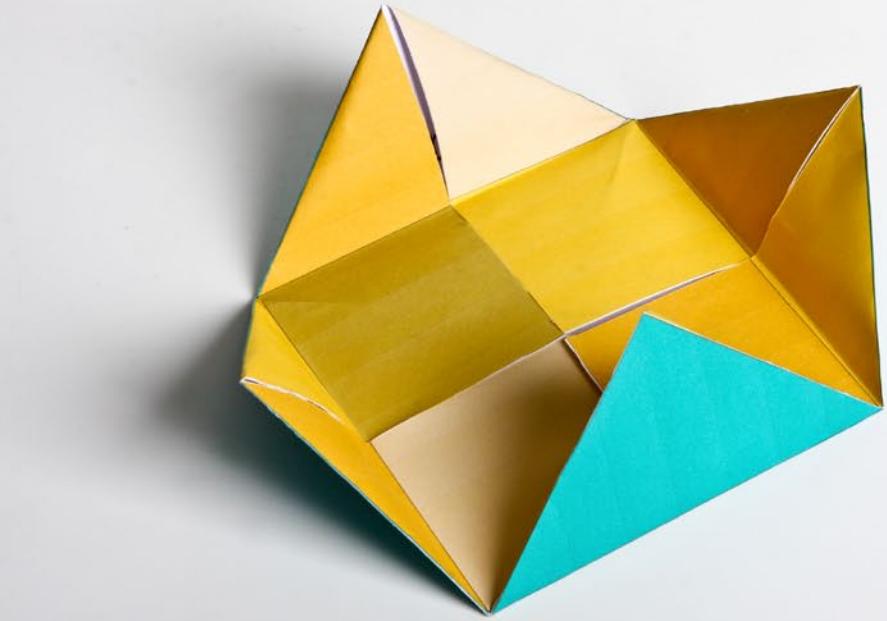
A new concept was hitting the streets of Beirut combining a Kids Academy and a Class A Kitchen / restaurant. The clients entrusted us with the creation of an identity that clearly communicates the contrast and unicity of the place.

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.

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

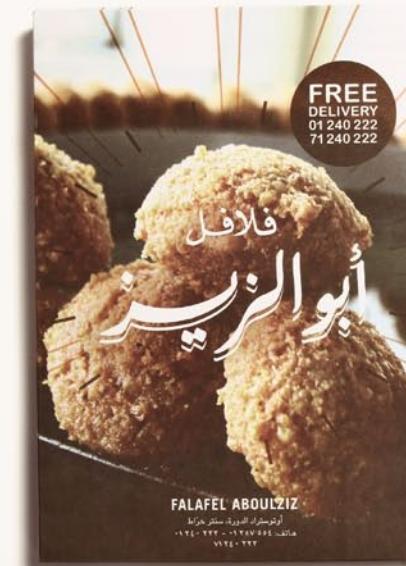
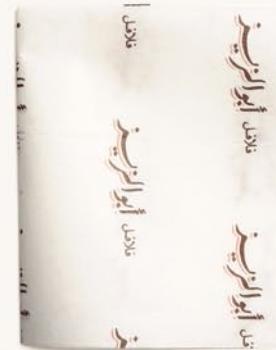
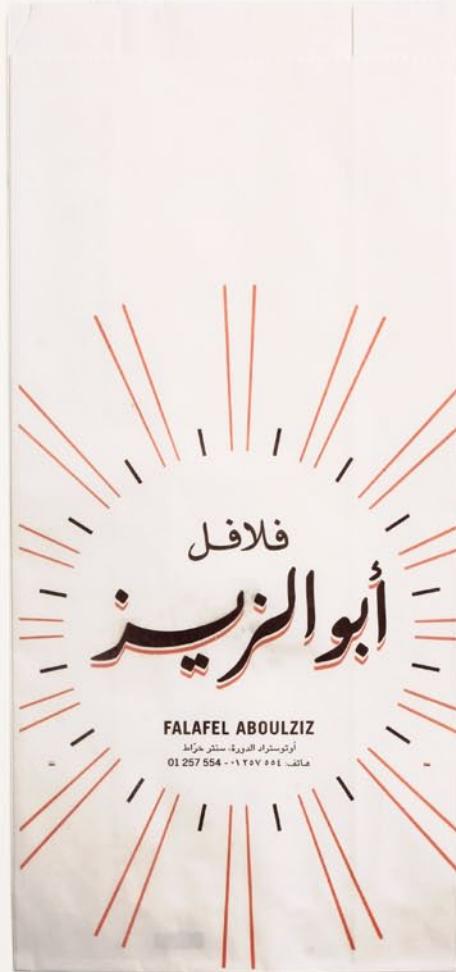
CLIENT
HOSMAN

TASK
**TOTAL BRAND
CREATION**

REGION LEBANON

TASKS

SIGNAGE
FAÇADE
PACKAGING
NAMING
LOGO
COPYWRITING
MENUS
INTERIOR
LIGHTING
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.







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.





T|H|U|R|S|D|A|Y|’S
OPEN
MINI BURGERS
& BEER

WINGS ARE SO TWO DAYS AGO!

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





أنت سبا

Uptown
966
Mediterranean fusion

CLIENT
AL MAWAED

TASK
**TOTAL BRAND
CREATION**

REGION KSA

Jeddah Anc
tel:966 2 66
North Jedd
tel:966 2 420 2188
Khobar Al Corniche
tel:966 3 889 1155

uptown
966
mediterranean fusion

0966 2 667 2679
North Jeddah Jarir Mall
0966 2 420 2188
Khobar Al Corniche
0966 3 889 1155

uptown
966
mediterranean fusion

TASKS

**POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS
WEBSITE**





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

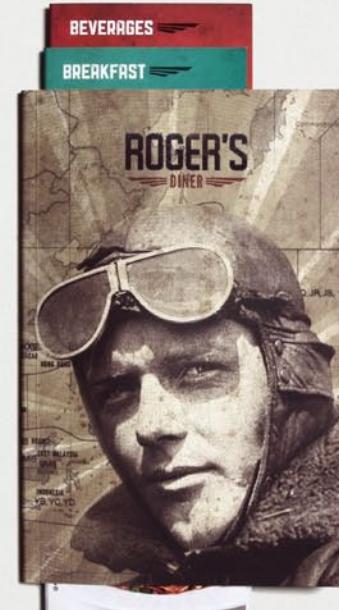
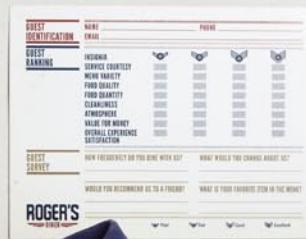
TASK
**TOTAL BRAND
CREATION**

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!



PICK YOUR FAVORITE MEAL!

Chicken Fingers / أصابع الدجاج - Q.R. 22

Bbq Chicken / دجاج مشوي - Q.R. 22
صدر دجاج مشوي مع الطماطم والبصل

Oven roasted and bbq grilled chicken breast with mashed potatoes and vegetables

Baked Chicken Macaroni / مكرونة بالدجاج - Q.R. 18
دجاج مشوي، طرخ، ناسخ، بصلحة الكارون مع جبن الموزاريلا

Grilled chicken, mushrooms and elbow macaroni tossed in a cajun cream sauce

and baked with mozzarella cheese

Crispy Cheese Sticks / أصابع الجبن - Q.R. 24
جبن الموزاريلا مقلية تقدم مع سلطة الطماطم والبطاطا

Lightly breaded and golden fried mozzarella cheese. Served with coleslaw and french fries

Burger Sliders / برغر يشكيل شريان - Q.R. 22
برغر لحم انجيبر برغر دجاج مع بطاطا حلوة وبنية

One beef mini cheese burger and one mini grilled chicken burger with spiral fries

Mini frankfurter / نقانق - Q.R. 24
فاصي مدمسة ، تقدم مع سلطة الطماطم و البطاطا

Served with coleslaw and waffle fries

Mini Pizza / بيتزا - Q.R. 18
صلصة الطماطم ، فطر ، زبادي و جبن الموزاريلا

Tomato sauce, mushroom, olives and mozzarella cheese

Spaghetti and meat sauce / سبايكتي مع صلصة اللحم - Q.R. 18
بانينا سبايكتي مع لحم البقر وصلصة الطماطم

Fresh spaghetti pasta with seasoned beef and tomato sauce

ROGER'S DINER



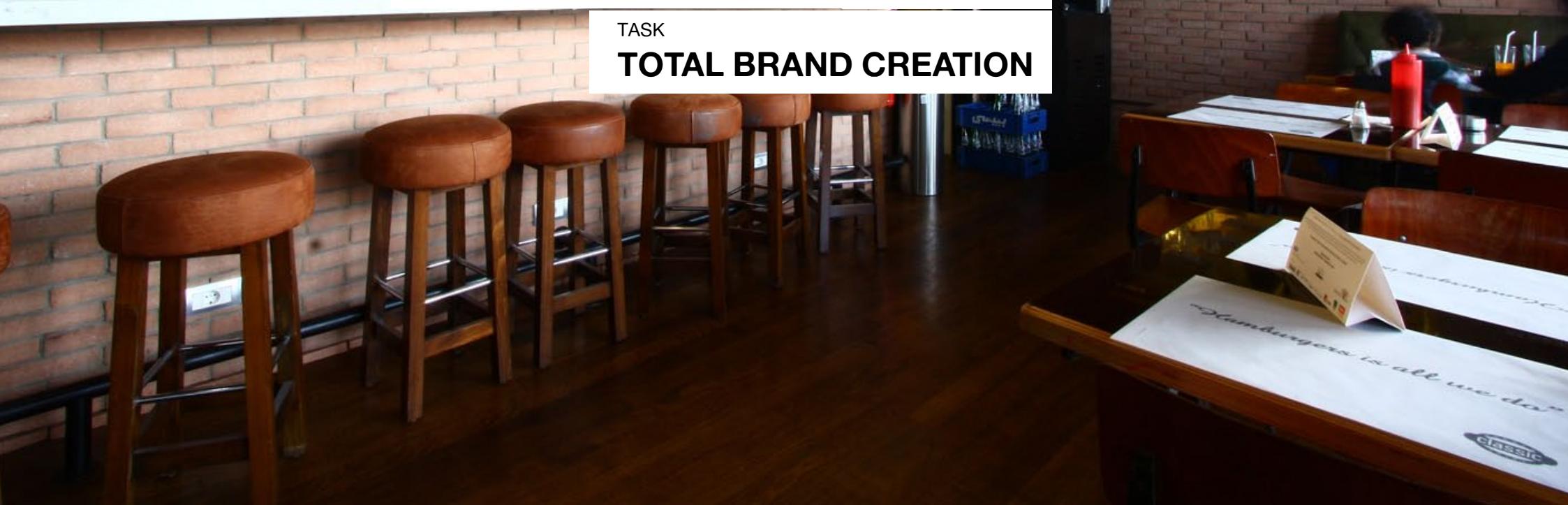


CLASSIC BURGER JOINT

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"

HOBEPKA 03062961

HUNGRY? DIAL 03BURGER

www.ClassicBurgerJoint.com



Hamburgers is all we do.

BURGER/ADDICT



"Hamburgers
is all we do"

classic.

BURGER JOINT

"Hamburgers is all we do"



"Hamburgers is all we do"

classic.

BURGER JOINT

★BURGERS★

Tall 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 deli 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 braided mozzarella patty. **15.500**

BLUES BURGER

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

HONEY MUSTARD CHICKEN

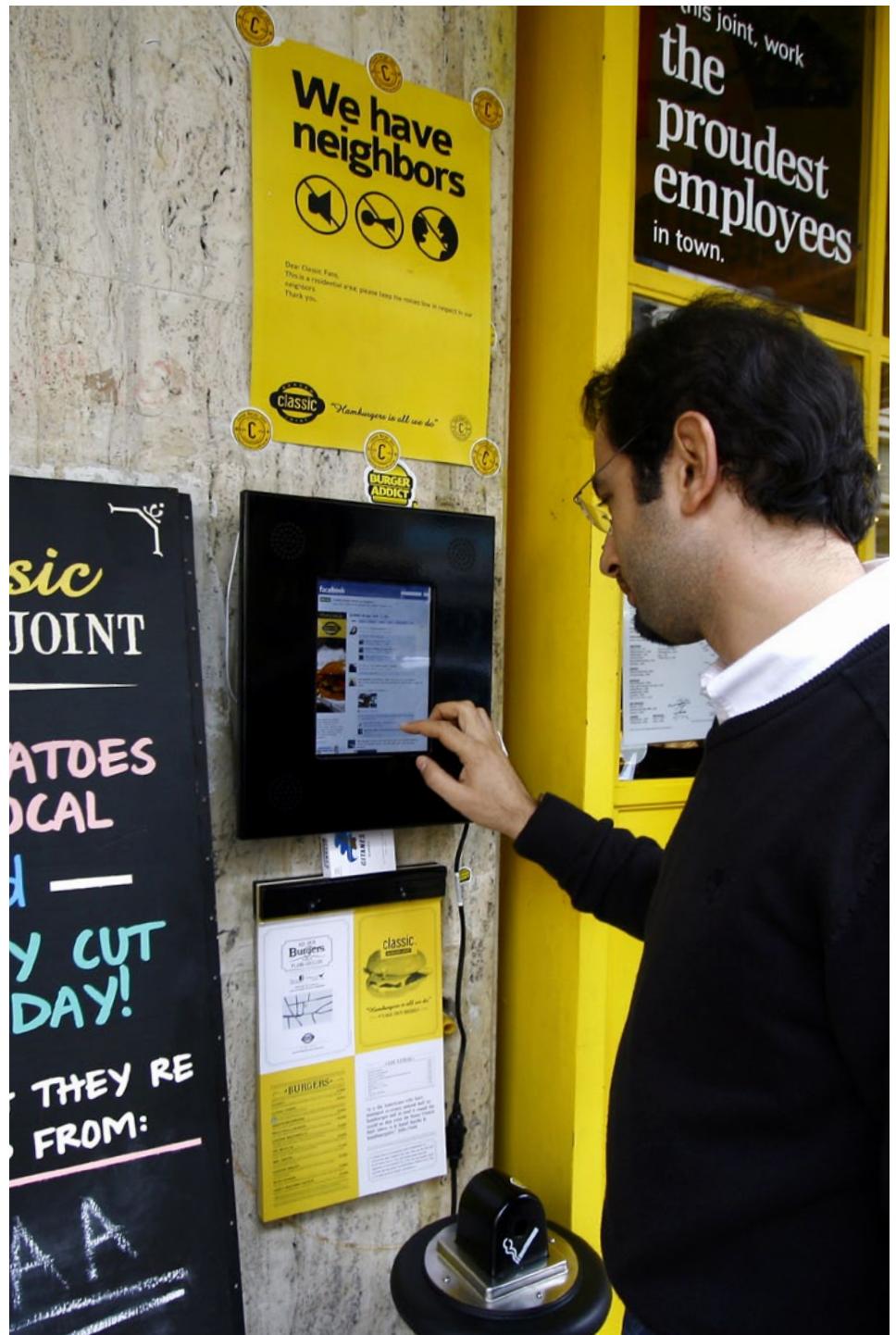
Most charcoal grilled chicken, Swiss cheese, sweet honey mustard, pickles, mayo & lettuce. **15.000**

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

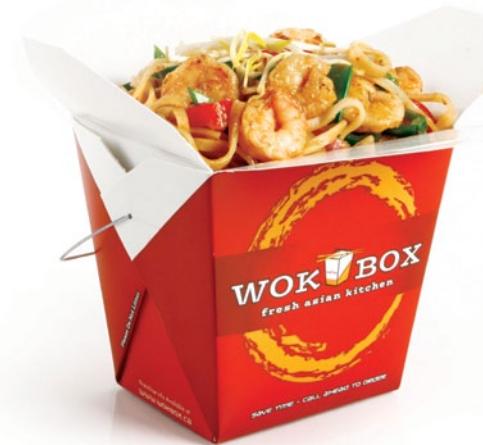




Wokbox had already started in Beirut before they came to us. But the franchise designs and communication material did not talk to the Lebanese consumer. In Canada and the US, the low-cost, no-design menus were compensated by the customers knowledge of Asian food and the high demand. We had to re-design 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**

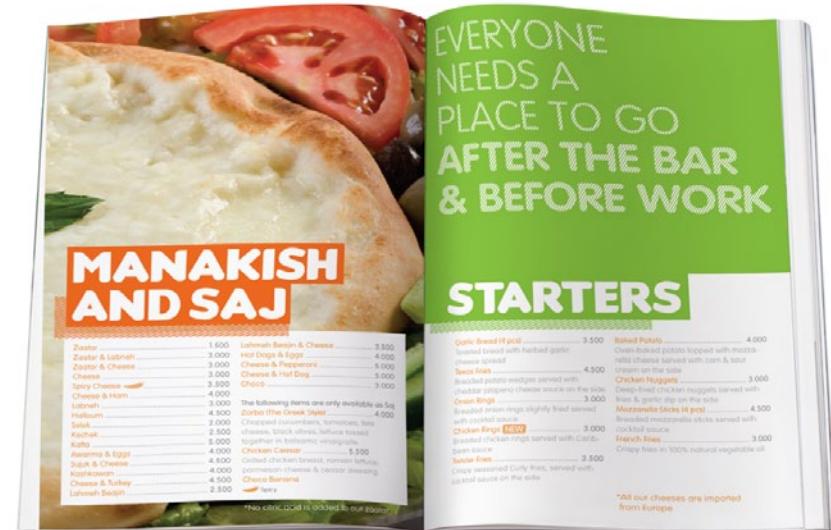
REGION LEBANON

TASKS

POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS









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 face with your food and wine.
How? Take a photo, upload it on facebook.com/ClayRestaurant and **tag yourself!**



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 omelette, 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 Awarma | Makaneh and Cheese | Sujuk and Cheese

LABNEH 5.000

BAKED HALLOUMI 7.000

Oven baked haloumi 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

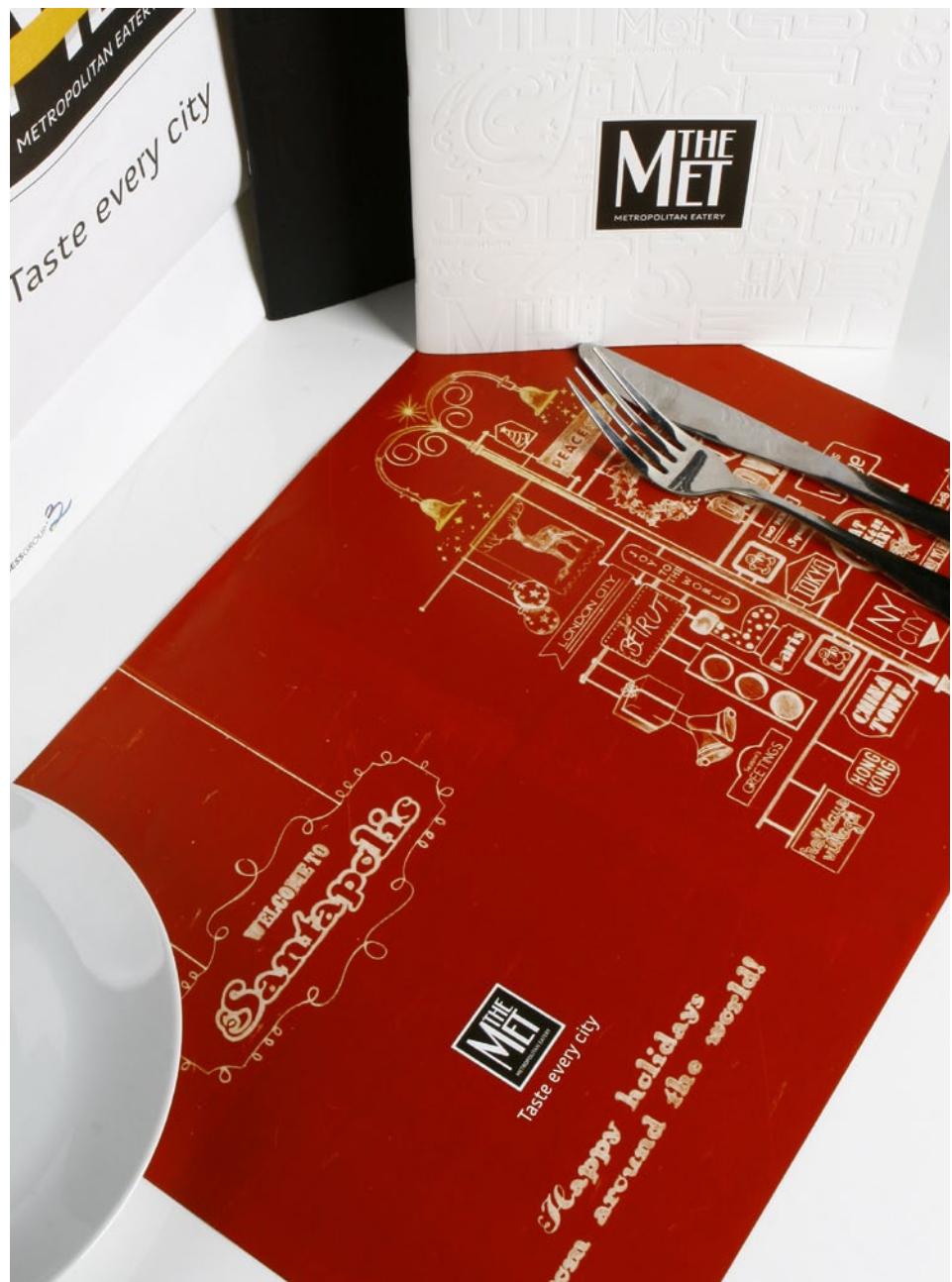


TASKS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS

POSTERS
ADVERTISING
PACKAGING
UNIFORMS
PROMOTIONS
EVENTS









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

REGION KSA

TASK

NAZIH W WARTAN
CAMPAIGN

TASKS

PACKAGING
ANIMATION
POSTERS
UNIFORMS
PROMOTIONS
AMBIENT

CAMPAGN
CHARACTER-
ILLUSTRATION
MENUS
TRAYMATS
BANNERS









CASTANIA

REGION GCC

CLIENT
CASTANIA

TASK
**TOTAL BRAND
CREATION**

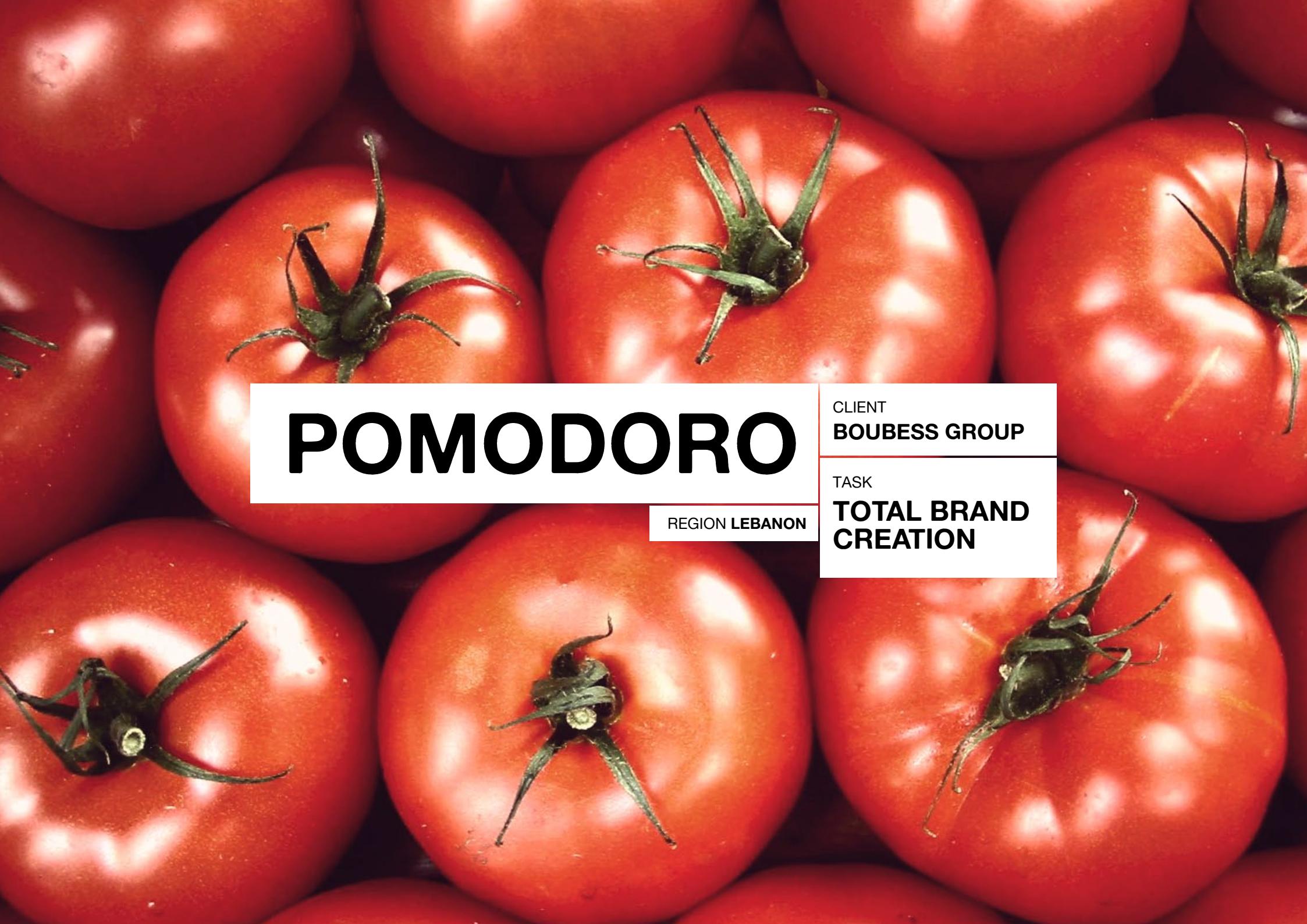
TASKS

SIGNAGE
INTERIOR
POSTERS
PACKAGING
UNIFORMS
PROMOTIONS
BANNERS









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







KAITEN

CLIENT
BOUBESS GROUP

TASK
TOTAL BRAND CREATION

REGION LEBANON



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.

TASKS

POSTERS
ADVERTISING
PACKAGING
MERCHANDISE
UNIFORMS
PROMOTIONS
EVENTS

NAMING
LOGO
COPYWRITING
MENUS
TRAY MATS
SIGNAGE
FAÇADE
WALLPAPERS



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

LE COMMODORE
A HERITAGE OF LUXURY & STYLE

PRICE H
Commodore Street #0
Riad El Solh, Beirut 1107 21
t +961 1 734 734 | m +961 3 672
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.

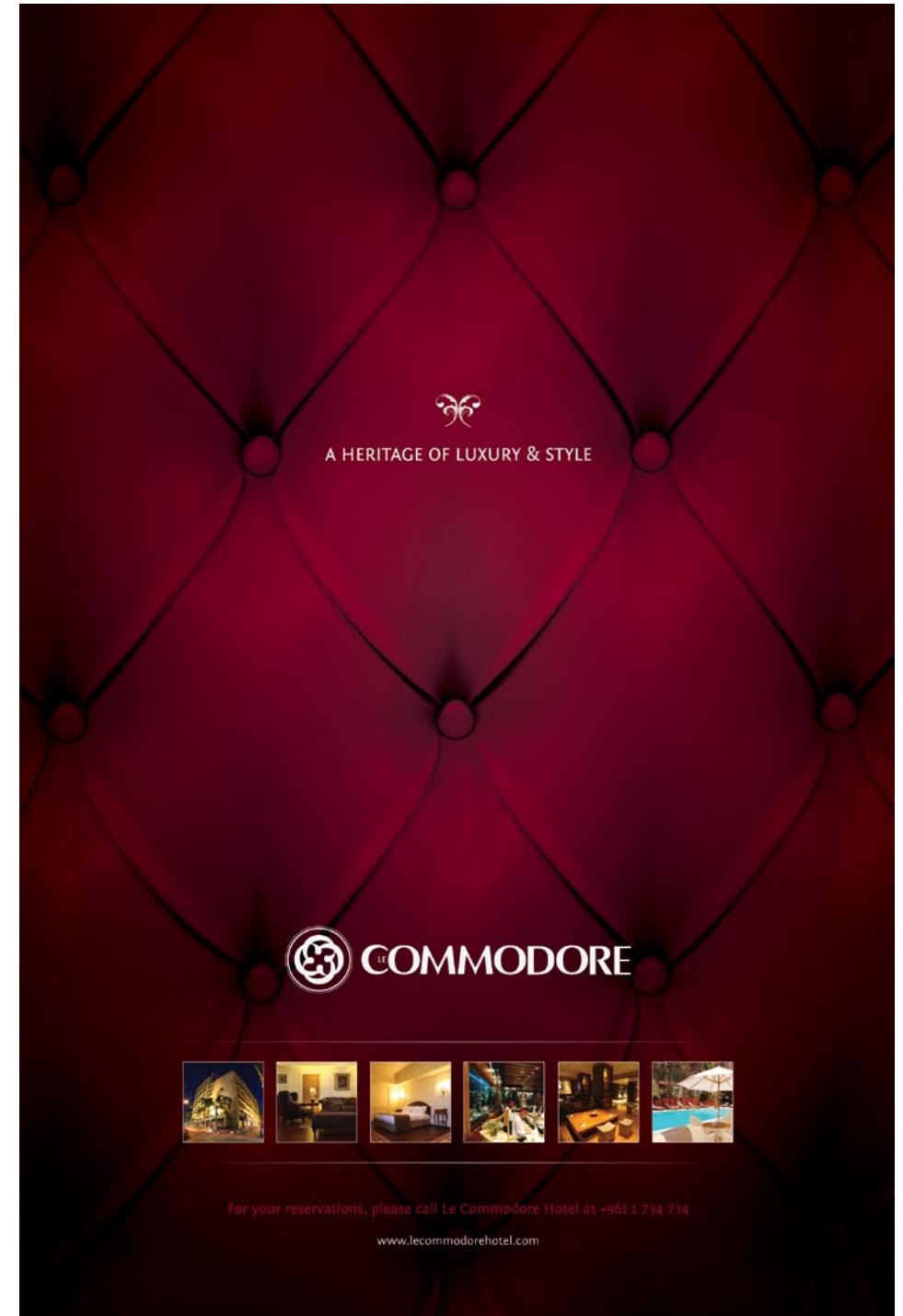
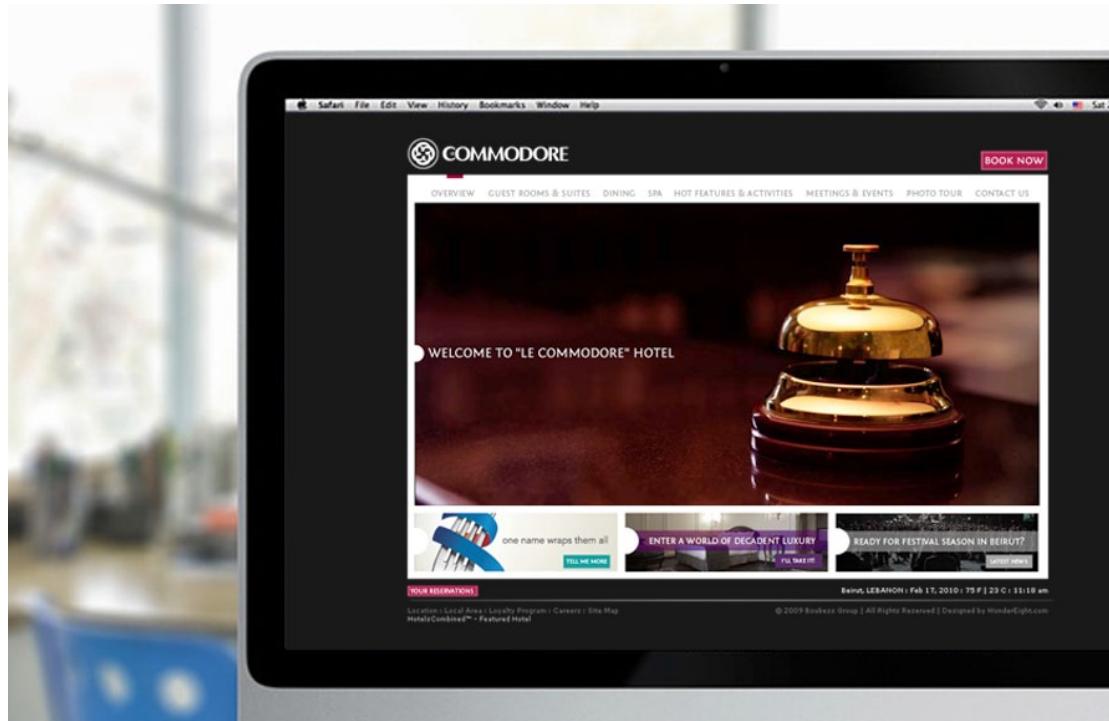
Timing for this job was crucial, the contract was coming to an end and the transition had to be seamless to the customer, both online and in the real world.

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.

express
Breakfast
menu



COMMODORE
A HERITAGE OF LUXURY & STYLE



W8

CLIENTS 200+
BRANDS CREATED 50
PEOPLE 17
YEARS 12



ABOUT WONDEREIGHT

We are a Beirut based design agency, working for international and local companies who like to challenge their customers and want to be different and daring. Benefiting from our cultural diversity, we innovate in the fields of branding and visual communication. Our strategic location in the gate of the Middle East allows us to bridge between western and eastern brands and to create concepts that work in their environment while introducing new ways of co-creation.

Founded in 1999 by Nasrala brothers Boudy and Walid, today, with Karim Abourizk also on board it gathers a handful of highly skilled creative designers, web developers and marketing strategists who enjoy a bespoke work environment, made to inspire and interact with the local design and art community. This creative space regroups a design agency, a prototyping workshop, a facility for trainings and talks, a handpicked book library and an art exhibition space.

This multifaceted environment keeps on renewing itself and creates a constant synergy between us, our clients, and the public.

WHAT WE DO

Our practices range from brand creation, to visual identity design, brochures, posters, packaging, stands, signage, graphic decoration, communications, above & below the line campaigns, marketing strategy, online and ambient media buying, copywriting, creative copy and design consultancy. We also design and develop websites and interactive solutions, advanced UX, Apps, animation and game design. We specialize as well in illustration and character creation.

WORK SHOP

G A L L E R Y

Workshop Gallery is a new independent exhibition space for contemporary art, hosted within our premises to complete the building's gestalt.

From its modest 14.3 sqm, it puts the emergent Lebanese and international artists under the spot light, in a mission to encourage the diversity and experimentation of art in the region.

WonderEight
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Beirut - Lebanon
P.O. Box 2701-1411
T +961 1 494 331

info@wondereight.com
www.wondereight.com

OUR CLIENTS

café
HAMRA®

ORIGAMI
atelier

M THE MET
METROPOLITAN EATERY

Leila
لیلا



Bob's
easy diner

EST. 2005
NAPOLETANA®
PIZZERIA TRADIZIONALE

COZMO CAFÉ

KAITEN®
sushi conveyor

uptown 966
mediterranean fusion

French Bakery

Pan Jan
UCRUBASINE®

فلافل
أبوالزبز



SUSHI BENTO

TOMATOMATIC®
PIZZA

COFFEE LOUNGE
BAKER & MORE
B M

clay®

JUSTICE TO
YOUR TASTEBUDS
EST. 2001
HU
HAMBURGER
UNION®

OUR CLIENTS

