

## Press Release

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### **Looking Back to Market a Vision for the Future**

San Rafael, CA: The new branding communications program developed for Mary's Pizza Shack, a 15-restaurant chain in Northern California, exemplifies the sophisticated "heritage branding" work currently being done by Focus Design.

Grandmother and founder of the company, Mary Fazio, literally began the business in her "pizza shack" in 1959. "Capturing the essence of this unique history while visually positioning the restaurant chain to compete and expand into new markets required our creative team to work with both the past and the future in mind. And it was a challenge that tested the full range of our design and analytical skills," said Brian Jacobson, Creative Director at Focus Design.

Articulating this rich heritage as an authentic story while moving their entire visual and verbal brand into a response-driven marketing and brand building system has resulted in a new, unified, and powerfully-functioning image for Mary's Pizza Shack.

Focus Design began with an extensive field research and strategy development phase. The new branding program began with a redesign of the primary identity to improve readability and include the tagline "Pizza, Pasta & Amore" to highlight the full menu offering. New billboards, newspaper and radio advertising, and direct mail campaigns reinforced the concept of "Original Recipes from the Original Shack." New menu designs, Takeout packaging, and an interior theme décor carries the heritage of the original shack and provides the customers with a flowing, yet consistent experience of the unique Mary's Pizza Shack brand.

"We're particularly proud of the "Shack Pack" Loyalty Program we created to bring in first time customers," said Kirby Veach, Project Director at Focus Design. "It's succeeded at a response rate of greater than 14%, which is fantastic in anybody's market!"

Now in its second phase, the program is being implemented across all customer touch points through the 2003 marketing and advertising campaigns.

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Established in 1997, Focus Design is an award winning design and branding communications firm that develops strategically driven design and advertising solutions for consumer and business-to-business applications. Working within an interdisciplinary framework, Focus provides exceptional creative work in marketing strategy development, identity, print design, advertising, packaging, direct response, Web and exhibit design – all directed towards building greater awareness for our clients' brands.

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