

مطبخة بهارات
OMNIA BAHARAT
INDIAN KITCHEN

CASE STUDY :- OMNIA BAHARAT



INTRODUCTION

OMNIA BAHARAT IS A SIT-DOWN CASUAL DINING RESTAURANT CREATED BY RENOWNED CELEBRITY CHEF SILVENA ROWE AT MALL OF THE EMIRATES, DUBAI. AN INDIAN OFFERING FROM OMNIA - "THE HOUSE OF SILVENA" WITH ULTIMATE CARE ON FOOD PREPARATION AND PRESENTATION THAT BEST SUITS THE MIDDLE EAST AND EUROPEAN PALETTE.

02

CLIENT CHALLENGES



3 YEARS OLD RESTAURANT WAS OFFERING TURKISH DELICACY INITIALLY AND FAILED TO GET THE TRACTION AS EXPECTED FROM THE VENTURE. SO, TRANSFORMED IT INTO AN INDIAN RESTAURANT WITH THE BELIEVE THAT THEY COULD CATER TO INDIAN EXPAT WHICH WAS THE MASS AUDIENCE IN DUBAI. BUT, FAILED MISERABLY TO CHANGE THE BRAND IDENTITY. BESIDES, DUE TO ITS LOCATION INSIDE A MALL IT WAS DEPENDANT ON THE TRAFFIC TO THE MALL. RATHER THAN ITS BRAND IDENTITY.

SOLUTION



BLOGGER PROGRAM
INVITED 42 BLOGGERS OR
SOCIAL MEDIA INFLUENCERS
FOR FOOD TASTING SESSION
AND MADE A NOISE
THROUGH SOCIAL MEDIA



SOCIAL MEDIA
PLANNED AND SCHEDULED
SOCIAL MEDIA CALENDAR
MONTHLY WISE. TEST
MARKETED CAMPAIGNS
THROUGH COMPETITION AND
CREATIVELY ENGAGING POST.



PR & EVENTS
PLANNED LAUNCH EVENTS,
MOMMY BLOGGER EVENTS,
ZOMATO REVIEWERS EVENT,
MASTERCLASS EVENTS AND
PUBLISHED THEM ACROSS
MIDDLE EAST LIVING

SOLUTION 04

BRAND MAKEOVER

DONE COMPLETE BRAND MAKEOVER TO COMMUNICATE THAT OMNIA BAHARAT IS AN INDIAN RESTAURANT IN CONTRARY TO THE BELIEF THAT IT USED TO BE SERVING TURKISH DELICACIES. MOREOVER, IT WAS DIFFICULT TO IDENTIFY THE KIND OF FOOD SERVED AT THE RESTAURANT JUST FROM THE ENTRANCE SIDE. MAKEOVER INCLUDED A NEW LOGO WITH DESIGNED TABLE MAT, INDIAN UNIFORM WITH A DOOR MAN IN INDIAN ATTIRE. THIS GAVE A CLEAR DISTINCTION WITH THE OTHER RESTAURANTS IN THE NEIGHBOURHOOD LIKE DIN TAI FUNG, EAT GREEK, 800 DEGREES PIZZA ETC.

اومنيا بهارات
©MNIA BAHARAT

INDIAN KITCHEN

05



**> 350,000 REACH
3 MONTHS**



**91,300 LIKES
6800 COMMENTS
3 MONTHS**

RESULTS ACHIEVED

SALES ON GROUND

25% INCREASE IN SALES EVERY MONTH FOR 3 MONTHS TIME PERIOD. PEOPLE STARTED RECOGNIZING OMNIA BAHARAT BRAND WITH AUTHENTIC INDIAN KITCHEN. BRAND RECALL INCREASED BY 200%.

BUZZ ON ZOMATO

WITH 68 REVIEWS IN 3 MONTHS THERE IS AN AVERAGE FOOTFALL OF 1314 UNIQUE VISITORS EVERY MONTH WITH THE RATINGS SHOOTING TO 3.8 FROM 3.4

THANK
YOU!