

5TH BIRTHDAY NOODLING CELEBRATIONS!

AWARD-WINNING ASIAN INSPIRED RESTAURANT, WAGAMAMA CELEBRATED ITS 5TH BIRTHDAY IN AUSTRALIA BY LAUNCHING A NATIONAL PUBLIC RELATIONS CAMPAIGN, TREATING ITS ALREADY LOYAL CUSTOMERS AND ENCOURAGING CONSUMERS TO ENJOY THE NOODLE EXPERIENCE!

CHALLENGE

Daemon 2iC was tasked to prepare a strategic public relations campaign to drive visitation to wagamama restaurants and ensure optimum consumer awareness of the 5th birthday celebrations.

With just three short weeks to prepare for and launch the media campaign, Daemon 2iC had to swing into action to raise national awareness and generate word of mouth about the birthday celebrations - all whilst educating consumers about the brand's core values.

STRATEGY

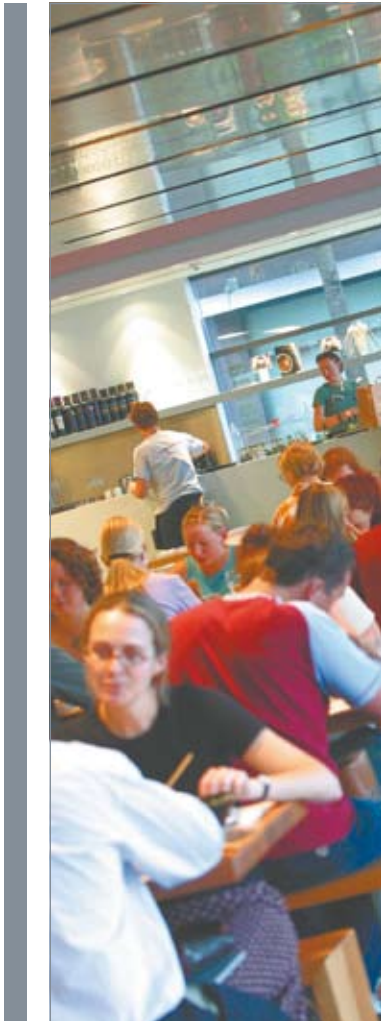
Targeting wagamama's already loyal customers and potential new customers, creative media materials and angles were developed – tapping into the extraordinary amount of noodles expected to be consumed throughout the celebrations - over 60,000 people will eat 18,000 kgs of noodles throughout the food week birthday celebrations!

To gain cut-through with the media 5th Birthday Noodle Cakes were created and sent to key media, including Sue Bennett of The Daily Telegraph, Scott Bolles of the Sydney Morning Herald and Matt Sun of mX. The response was fantastic!

RESULTS

Daemon 2iC exceeded all agreed campaign Key Performance Indicators, with coverage appearing in over 16 leading consumer, trade and business media, a combined circulation of 2,458,922.

Media coverage highlights include Daily Telegraph, mX (Sydney and Melbourne), West Australian (circulation 206,025), Sunday Herald Sun (circulation 522,400), The Courier Mail (circulation 216,075) and combined commuter coverage reaching 413,000 people.



A fair go

Get in the sack at Single Origin Roasters, 60 Reservoir St, Surry Hills, this afternoon between 4pm and 6pm with entertainer HG Nelson doing the race call for sack races in aid of Fairtrade. Chef **Kylie Kwong** (above) will be explaining what Fairtrade's all about. The organisation works to give growers a fair price for their produce.



Use your noodle

It's five years since Wagamama opened its first Australian noodle restaurant. In Sydney, My, how it's grown. During its birthday month of May, the company estimates more than 60,000 people will chow down 18,000kg of noodles at its 13 outlets. There are celebratory gifts to be won, too.

Earth to zork

Zork, the Australian who closure many deem superior to cork or screwcap, will soon incorporate an electronic surveillance chip. "In the US for example, more than \$31 million worth of goods are shoplifted each year, with alcoholic drinks the fourth most popular with thieves," Zork technical director **John Brooks** says.

Meat the chefs

Chefs from the Meat and Wine Co restaurant will be showing visitors how to treat a piece of meat when they take to the stage at the Sydney Home Show at the Convention and Exhibition Centre, Darling Harbour. Celebrity chefs doing a turn include **Peter Evans**, part-owner of Hugo's Restaurants, **Sean Connolly** of Atrial restaurant, **Damen Simpson** of La Sala and **Table Puttock** of Fifteen. The Home Show starts on Thursday and runs until Sunday. Details sydneyhomeshow.com.au



5 THINGS

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Outfit of five noodles

Wagamama's new 'Five Noodles' dish is a celebration of the restaurant's fifth birthday. The dish features five different types of noodles: udon, soba, ramen, chow mein, and lo mein. It is topped with fresh vegetables, a soft-boiled egg, and Wagamama's signature sauce. The dish is served in a large, red, sack-like container, which is a nod to the restaurant's 'sack races' promotion.



NOODLE TREATS

Loyal noodlers are being invited to celebrate **wagamama's fifth birthday** with "gifts" and "super savers" this month and next, including free mains with meals, fresh orange juice, asahi beer and wine. Part of an international chain, wagamama came on to the restaurant scene in Australia in 2002 and has made a mark with its affordable and nutritious fresh food. Its Subiaco restaurant opened 18 months ago. More information at www.wagamama.com.au

