



BURGER FRESH

REBRANDING
RESEARCH

PRESENTED BY
CHUKWUDI PATRICK ENUMAH



RESEARCH

Burger Fresh (Research)

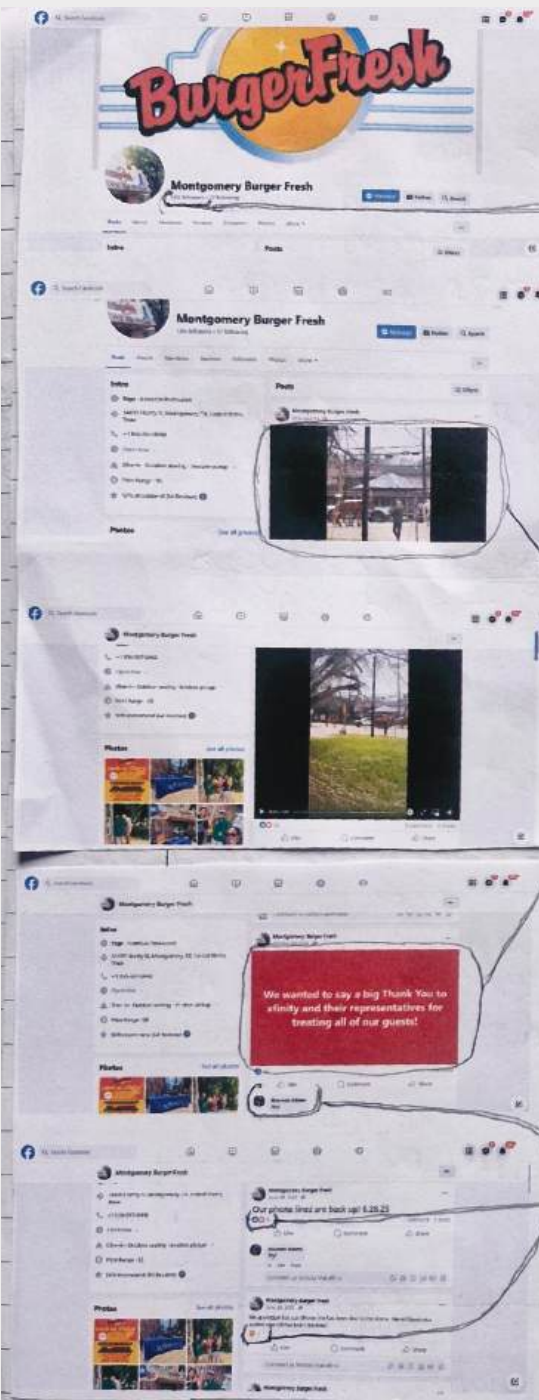
Montgomery Burger fresh was founded in 1997 in the United States of America, Texas to be precise. Montgomery Burger fresh has two (2) major problems which will be broken down in bits for clearer understanding.

Problem 1

- Point 1: Burger fresh is looking to grow its consumers
 - Point 2: Burger fresh wants a comprehensive rebranding of its business.
 - Point 3: Burger fresh wants a well defined target audience.
- Breakdown of each point highlighted above
- * **Point 3** - Define burger fresh target audience, the kind and type of audience, it wants to attract (Same solution applies to **Point 1**)

* **Point 1 and 3** - when Point 1 and 3 are well defined, it gives a clearer view of how best to approach Point 2

The problems stated below are originated from a non defined target audience or rather a target audience that isn't well defined.



The number of followers (1.6 thousand followers). It is expected that interaction should be at least not less than 40% but it is the reverse in this case. The interaction is poor compared to the number of followers, which is less than 10%

- 2 Minimal Product/Service presence
 - * This problem can and will result in the loss of potential customers
 - * It can also result in poor brand positioning
 - * Lack of strategic planning and structuring

Minimal product and service interaction.

- 3
 - * The possible cause of this problem is as a result of brand positioning.
 - * Another cause is the absence of engaging content

* It can also be the directing of content to the wrong audience

Problem 2



Burger fresh requires a comprehensive rebranding, starting with the brand identity.

← Burger fresh Present logo

In my opinion, Burger fresh brand identity doesn't portray the purpose of the brand and essence, compared to its competition in its niche. eg:- McDonald's, Burger King, Wendy's, to name a few



Furthermore, Burger fresh doesn't have a payoff (Slogan), which is suppose to guide the brand towards successful growth and strategic purpose

Visual Problems of the present logo

* The brand name "Burgerfresh" can be confused as one word when read by potential customers. This can be a huge turn off. This can malce potential customers see the brand as not authentic, as not up to standard.

* The yellow and blue gradient roundish background doesn't symbolise the purpose of the brand, it is looking like it was used for the purpose of a background, and not having a symbolic meaning.

* The three light blueish lines, shaped behind the yellow and blue gradient round background doesn't symbolise the purpose of the brand as an element.

* Please note, the above research are as a result of my views and research. Other view and research may differ from mine

Research continues

Burger King - Competition

* Burger King was founded in 1954 by James McLamore and David Edgerton in Miami, Florida, United States of America.

* Strategy for expansion
was selling out exclusive rights through franchise arrangements, enhancing sales channels and customer engagement, building strategic partnerships & rapid global expansion.

* Burger King's logo has evolved significantly over the years, since it inception, because it needs to stay relevant to design trends, reflect company growth and reconnect with its audience.

Elements of burger king's logo

Red - This colour is associated with excitement and passion but in the context of Burger King, it stimulates appetite.



LOGO COLOUR CONSIDERATIONS

YELLOW



ORANGE

Yellow - It evokes warm and friendliness, encouraging customers to associate positivity to the brand.

Orange - It enhances the overall playful and inviting feel of the brand.

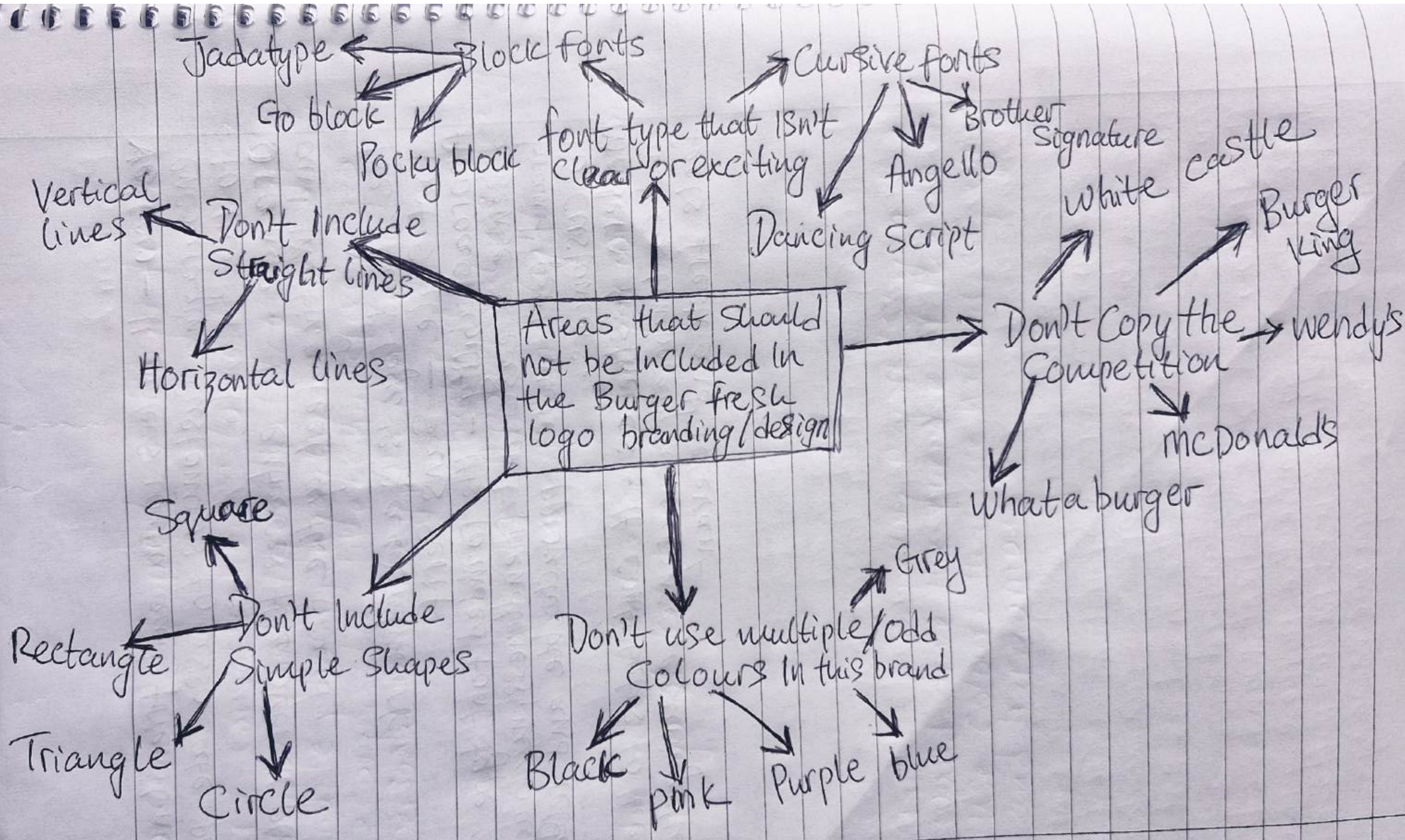
The brand logo is a wordmark
font style - Sans Serif

Approachability - Its rounded font type conveys a sense of ease and friendliness, making the brand feel more approachable and relatable to customers.

Modern Aesthetics - It contributes to the clean and contemporary appearance, ensuring the logo feels fresh and relevant.

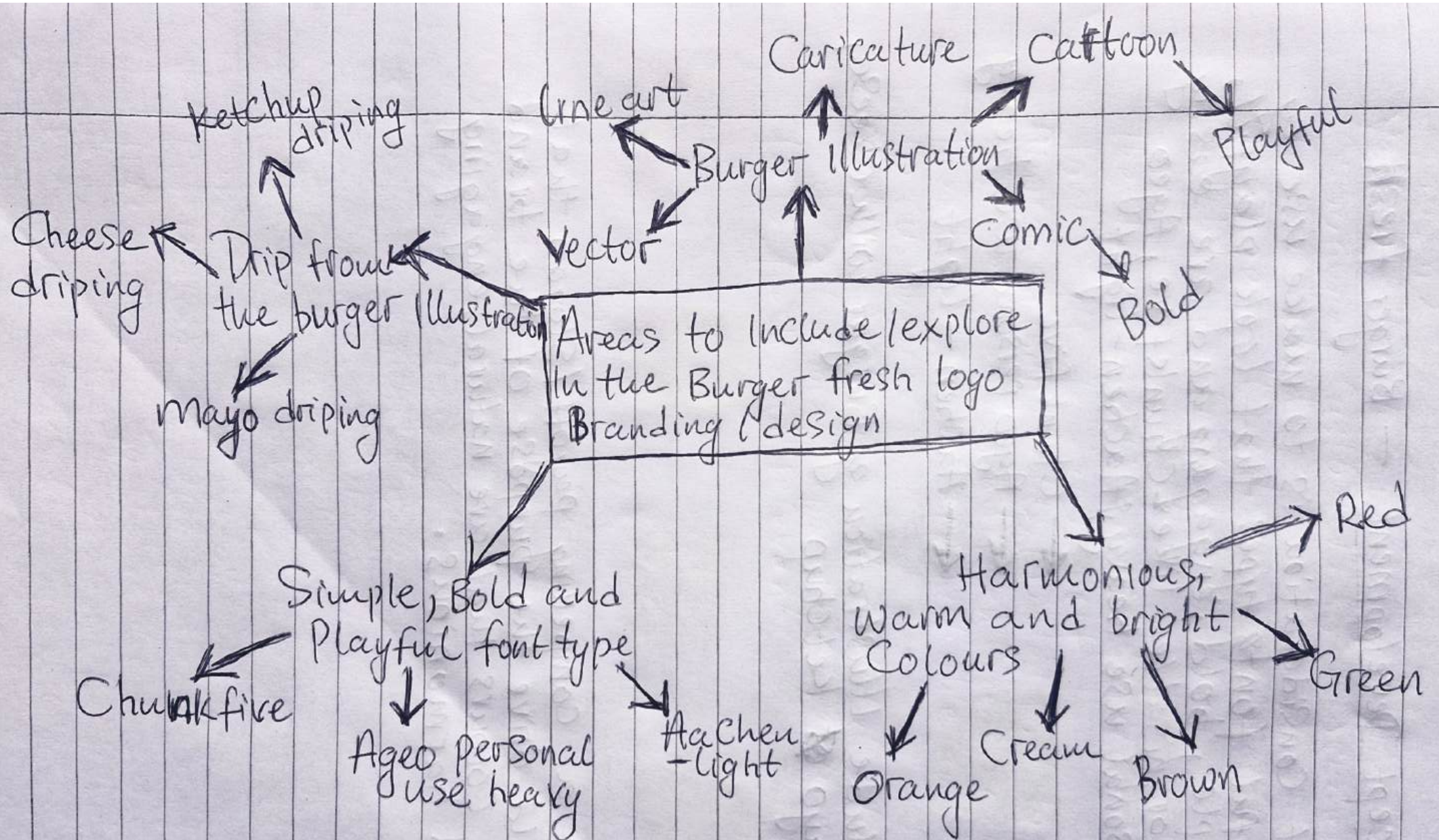


AREAS THAT SHOULD NOT BE INCLUDED IN THE BURGER FRESH LOGO BRANDING/DESIGN





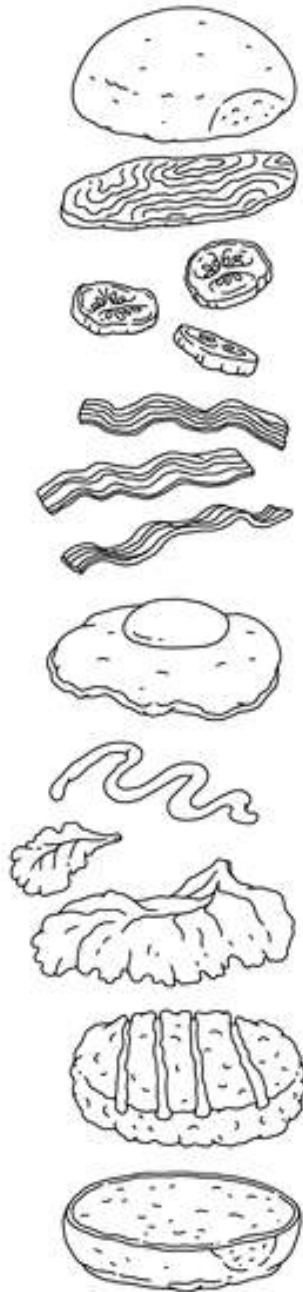
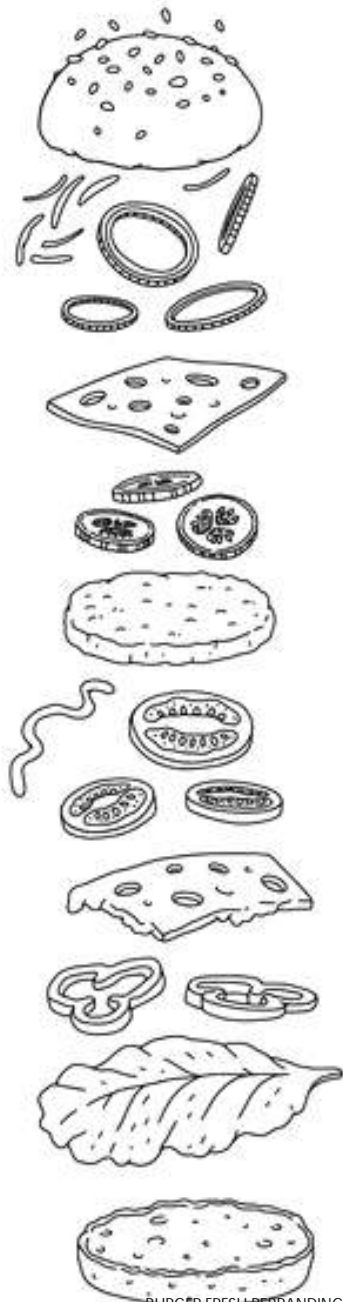
AREAS TO INCLUDED/EXPLORE IN THE BURGER FRESH LOGO BRANDING/DESIGN





**BURGER
FRESH**
REBRANDING

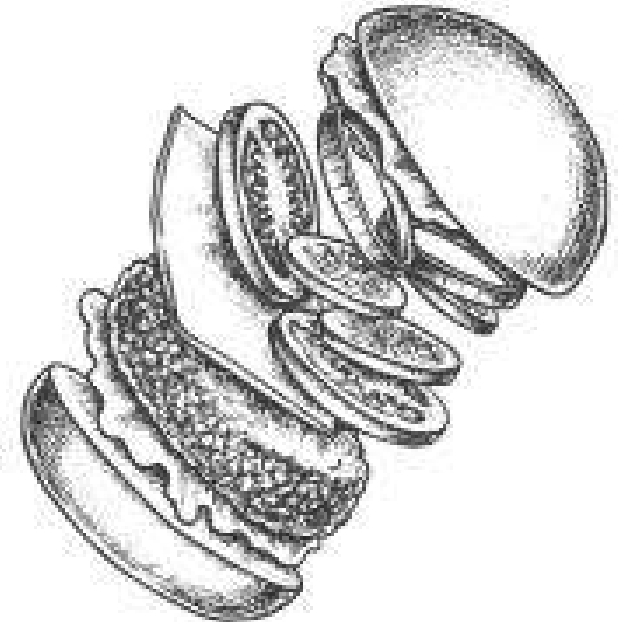
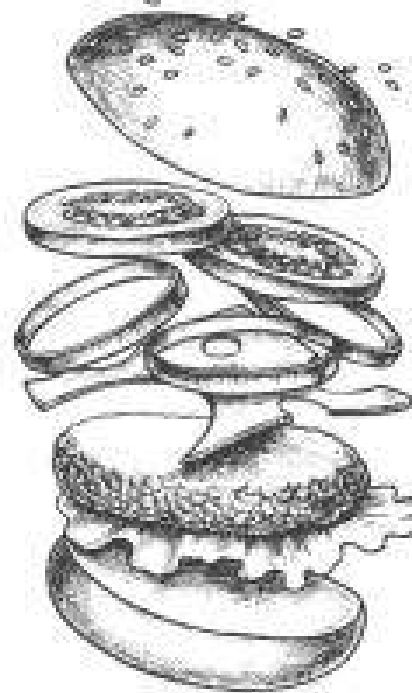
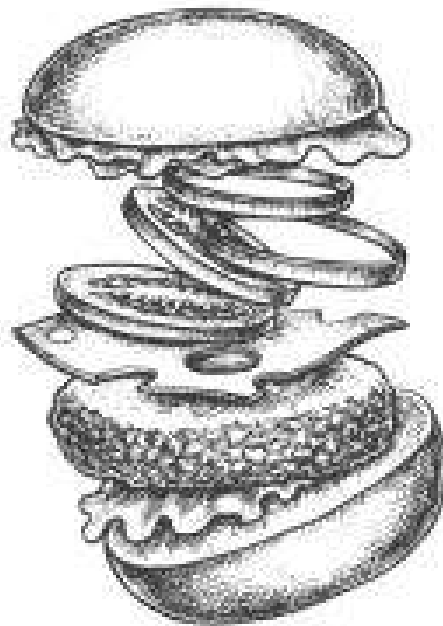
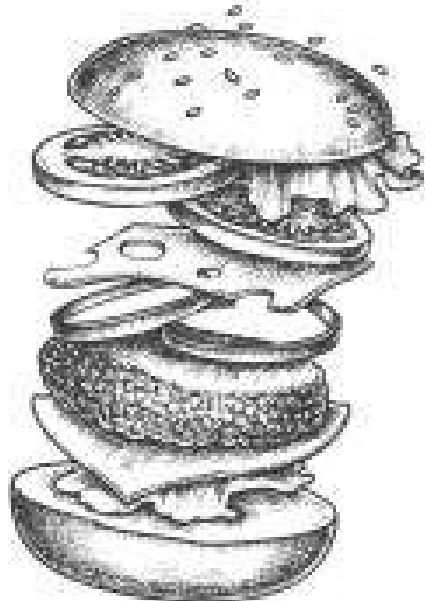
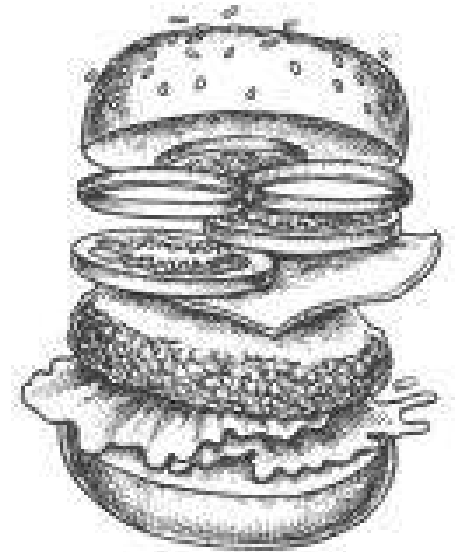
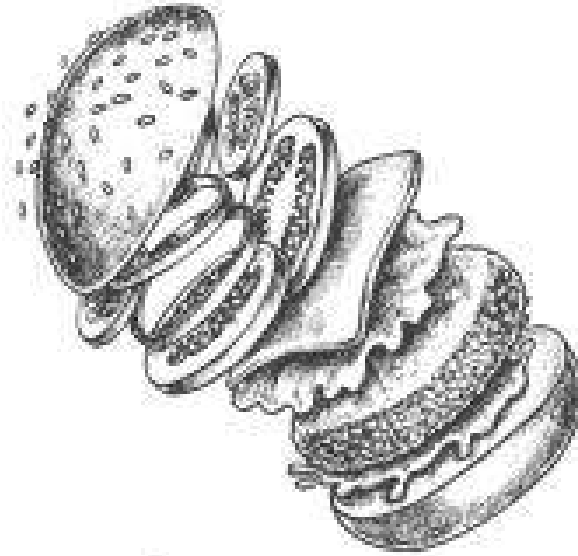
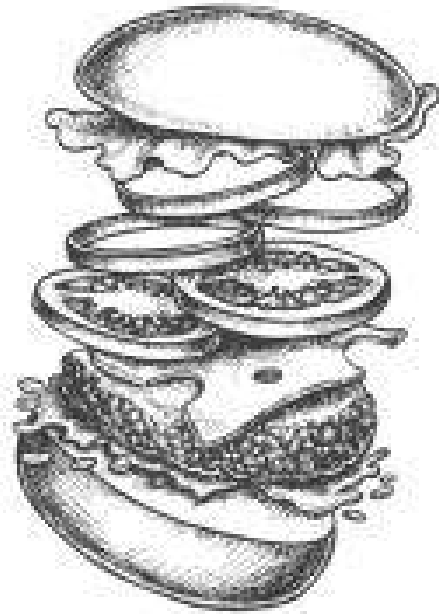
LOGO ELEMENTS TO BE EXPLORED





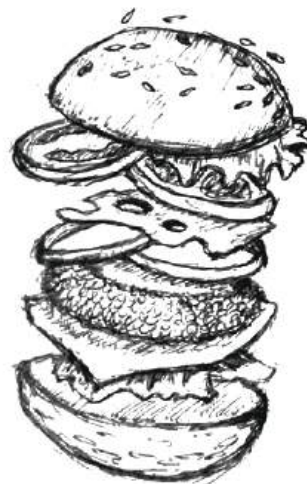
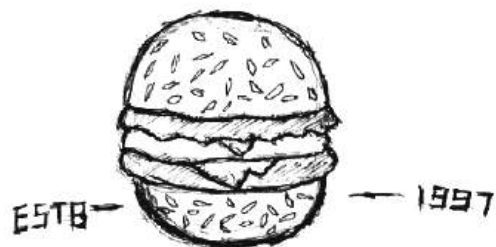
**BURGER
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EXPLOPRATION OF THE LOGO IMAGE





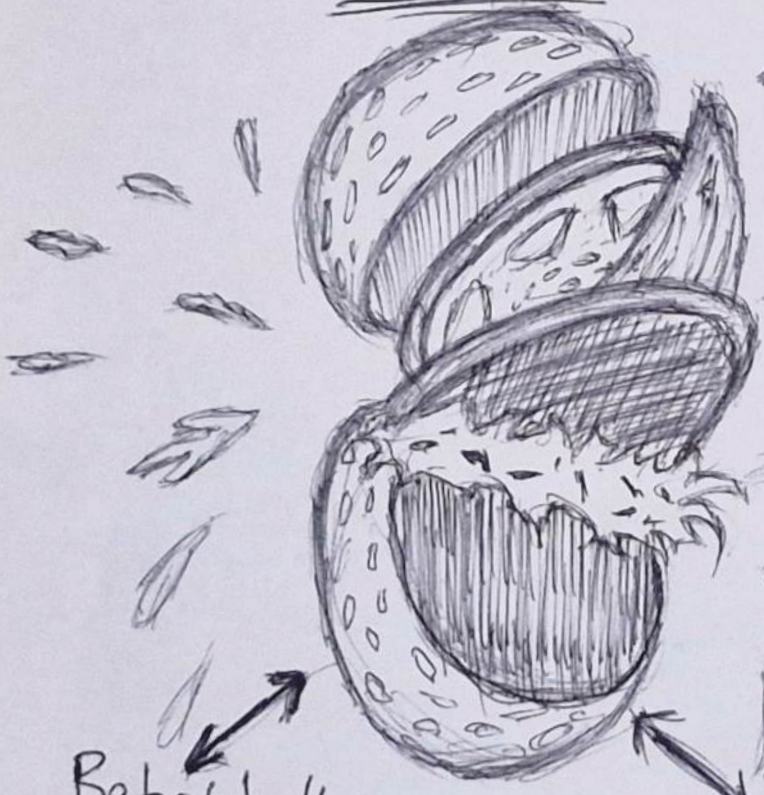
SKETCHES OF THE LOGO IMAGE AND THE FONT





**FINAL LOGO SELECTION AND
THE THOUGHTS BEHIND THEM**

The reveal
 Essence of this concept
 for appeal



As the top bun lifts in a cinematic arc, a cascade of ingredients is revealed, each element emerging with deliberate brilliance.

As the bun lowers, sealing this vertical symphony, the burger stands fully revealed, each layer not

just seen, but celebrated, in a moment of edible theatre.

The Presentation
 Essence of this concept
 for appreciation



A Burger worthy of Reverence; A Composition of taste and texture. At first glance, the burger stands as a testament to Culinary balance, neither overbuilt nor underbuilt, but architecturally honest and Inviting. Each element is intentional, each flavour Supporting, not Competing. Together, they form not just a Sandwich, but a Symphony of Culinary design. This is not fast food, it is thoughtful food, deserving of pause, bite by bite.

Behold the majesty of the Stack
 As the golden brown, toasted brioche crown lifts with a steamy flourish, the secrets of the burger unfold in cascading detail. Each layer revealed like the pages of a well-crafted story - flavourful, precise, and utterly irresistible.



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