



**Brand Positioning for Advertising**

The purpose of this report is to show how Café Rouge, a French restaurant, operates on the market, which is its position as category, comparison and contrast the influence of the brand towards consumers. Another hand, it will be compared with competitors like La Côte and Wagamama restaurants that belong to the same sector that Café Rouge whose purpose is to relate the good service that the restaurant has with the chain, and in this way attract more customer. Also, it will show how the Café Rouge promotion/advertising has been.

**Category context**

Café Rouge began in Richmond, London in 1989 with the objective to produce French food and wine with Parisienne style. Over the years it has been opened over 95 restaurants through the United Kingdom. This chain is operated by one of the largest UK's restaurant groups, Casual Dining Group which is associated with other restaurants as Bella Italia, Las Iguanas, La Tasca, Belgo, Huxley,...which different theme and style of meals. Café Rouge belongs in the "casual dining-restaurant" category, which serves moderately-priced food in a casual atmosphere and providing table service.

When talking about a good service you have to have several components in mind which are behind each business.

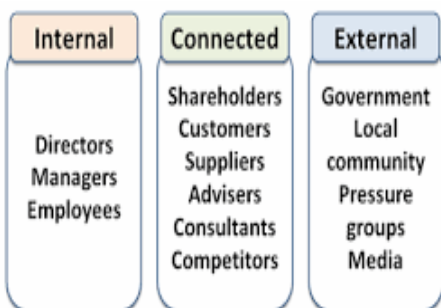


Image1: Categories of Stakeholder  
<https://www.slideshare.net/tutor2u/mission-aims-objectives>  
 [Accessed 18 July 2018]

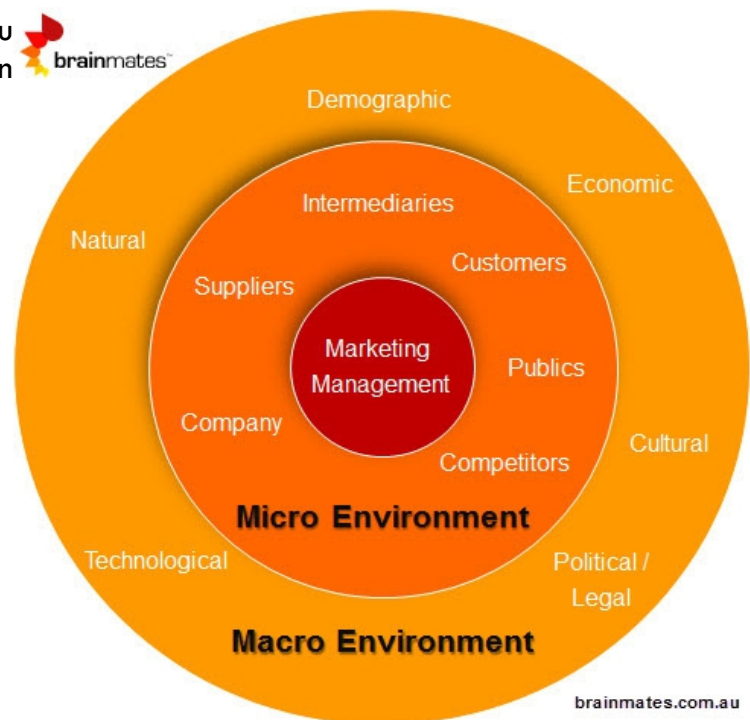


Image 2: Marketing Environment,  
<http://digitaleenvironmentandmarketplace.blogspot.com/2015/02/macro-and-micro-environment.html> [Accessed 18 July 2018]

On the inner core Directors, Managers and Employees in Café Rouge slogan is giving the knowledge to its team to achieve success, support them to achieve their aspirations and moving up to different areas from the company, learning all the needed about menu and being able to contribute with a friendly and fun environment, with the above done, then the following step is getting a fantastic and unique experience to our guest, the influence of the staff towards customer is essential and the knowledge about what they are doing it is making good running of the business, "the staff is the face of the business" and being competitive with other business.

Another factor is the suppliers, Café Rouge has an ethical policy such as robust social,

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environmental and ethical standards, so the key of the business is to have direct suppliers to the chain to guarantee the ethical trading, that is, having their own suppliers (more knowledge where the food is come from, how it has been produced and manipulated,...) and the last step external conditions such as media, community, Government (compliance with the law, license,...) have to be considered because it could be an important influence for customers. Also keep in mind the marketing campaigns should to carry out with regulations, trends, rules,...

### Brand and competitive context

Casual Dining Restaurants category has many competitors as there is a lot of diversity in the type of food, drink, and atmosphere of each restaurant. In the figure of below, there is the ranking of casual restaurants with more branches throughout the United Kingdom (Mintel 2016).

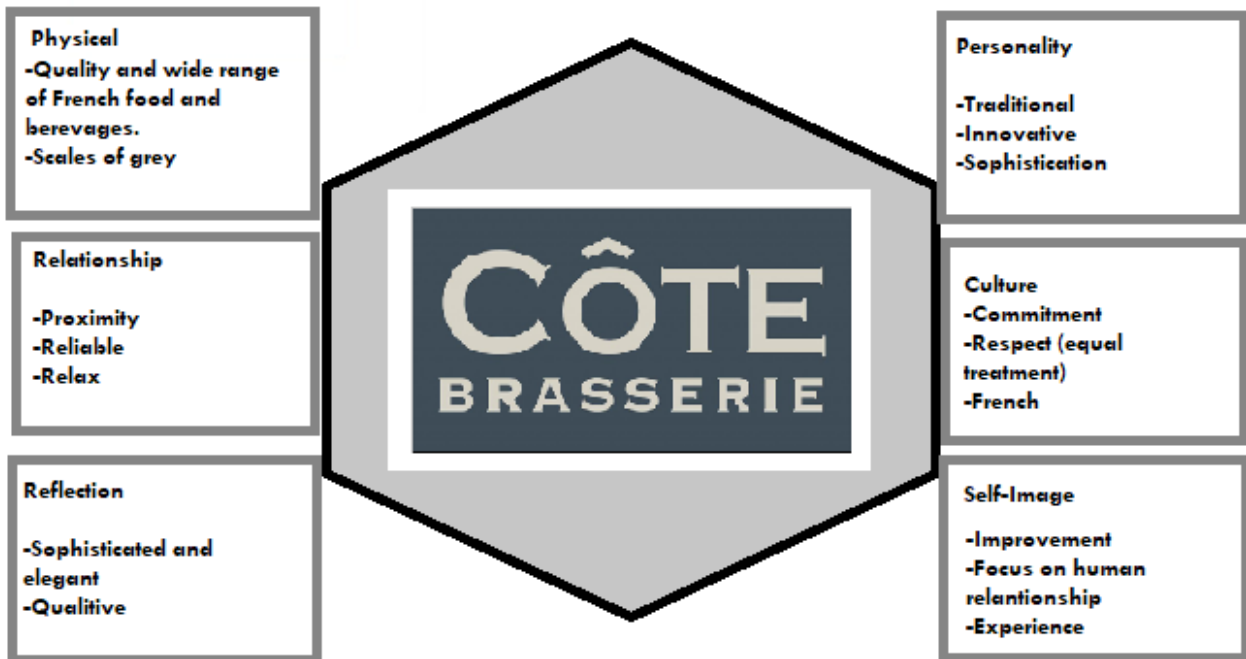
According to the ranking of casual restaurants, Café Rouge is the 6<sup>a</sup> place with 95 outlets; but the firsts positions it has Nando's with 370 restaurants, Prezzo is 300 and Frankie&Benny's is 258, so, Café Rouge still have a big number of difference with the leaders in outlets.

The Brand's identity is a key factor, the recognition for the clients of the symbol (Logo, typography, and colors) and being able to differentiate it from its competitors.

*“A Brand is not the name of a product. Is the vision that drives the creation of products and services under that name. That vision, the key belief of the brands and its core values is called identity” (Kapferer, 2008)*

A continuation, it will show Café Rouge and two brands more (La Côte Brasserie and Wagamama respectively) applied with the Kapferer Brand Identity Prism.





The three brands have chosen to make their brand identity prism (Café Rouge, La Côte Brasserie, and Wagamama) have similarities and differences and are the following;

- Physical:** -The great variety of food; French (Café Rouge and La Côte)and Japanese(Wagamama).  
 -All of them are recognized for their typographic symbols and colors.



Red-garnet  
 French name  
 Rouge=Red  
 Specific what it is about;  
 -Restaurant  
 -Bar  
 -Café



Scale of grey color  
 French name  
 Côte = Coast  
 Specific what it is about;  
 Brasserie=Brewery



Black letter a red star  
 Wagamama believes in the philosophy of Kaizen. Kaizen means `good change`.




**-Relationship:** All of them could be close to the customers both their branches are in the popular cities throughout the UK; Cafe Rouge +95 restaurants, La Côte +90 and Wagamama the most popular with 120 restaurants, or like how close is the relation between staff-customer, all of them do the service at the table which requires previous training and standards that these companies have been provided to the staff. But the service of La Côte is slightly above the Café Rouge and Wagamama, which there are similarities between the two.

**-Reflection:** Café Rouge and Wagamama, they are more casual than La Côte, which looks more sophisticated and elegant, also, Café Rouge and Wagamama are connected, that is to say, a place to meet with friends and family to share all together, and La Côte is a more intimate place, small groups, and more silence.

**-Personality:** La Côte and Café Rouge have a traditional atmosphere, although the sophistication is noteworthy on La Côte, they count with the innovation on the menus; Café Rouge changes the menu every half year and La Côte has a special menu monthly. Otherwise, Wagamama has its food recognized as healthy and tasty this makes it a competent company, also this company lacks decoration, it's a simple environment.

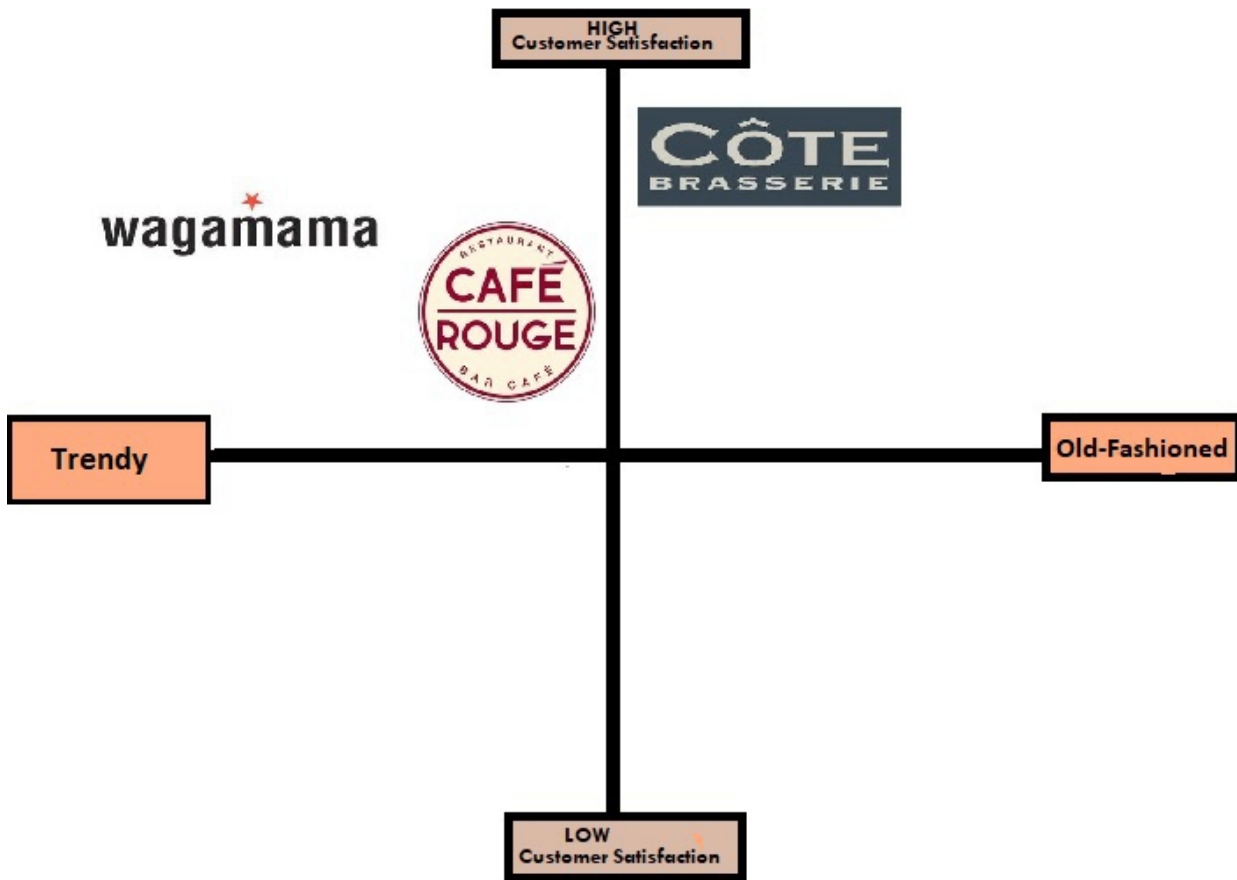
**-Culture:** how it was mentioned above: Café Rouge and La Côte are French cuisines; And, Wagamama is Japanese. All three are dedicated to a cause, respect; human, environment and equal treatment. Wagamama goes further by contributing to a healthy and modern lifestyle.

-Self-Image:

<b>Last Straws</b>	X		X
<b>Sustainable sourcing</b>	X	X	X
<b>Happy Chickens</b>	X		X
<b>Proud to support</b>	NSPCC-Against child abuse.		Ecologically sensitive organization
<b>Animal Welfare</b>	X		X
<b>Ethical Trading and sourcing with integrity</b>	X	X	
<b>Training</b>	X	X	
<b>Own suppliers</b>	X		
<b>Cleaner Greener energy</b>			X
<b>Anaerobic Digester</b>			X
<b>Energy Reduce</b>			X
<b>Recycling</b>	X		X
<b>Water Regulating System</b>	X		X

The advantage that Café Rouge and Wagamama has with La Côte is very large in all aspects when we analyze each web page of this restaurants, La Côte has very limited information, but the website of Café Rouge and Wagamama have everything we look for, self-centered image. Wagamama supports with much more advantage and modern systems to help the environment and Café Rouge focuses more on having security with its own supplier, ethical trading.



The perceptual map shows the two levels the first one that it will be mention is the vertical, satisfaction of the client with each of the restaurants (Café Rouge, La Côte Brasserie and Wagamama) where the highest will be on the top and the low satisfaction on the bottom, for that it has been based in customer reviews on the trip advisor specifically in the Bournemouth branches, city in the south of England, and in the rating which is located. And in the horizontal, it is from trendy to old-fashioned, where trendy it will be the place that is more fashionable is closer that old-fashioned, places usually more traditional.

### Cafe Rouge - Bournemouth

●●●●○ 288 opiniones    N.º 167 de 602 Restaurantes en Bournemouth  
📍 67 Seamoor Road, Bournemouth BH4 9AE, Inglaterra    ☎ +44 1202 757472

### Cote Brasserie Bournemouth

●●●●● 169 opiniones    N.º 80 de 602 Restaurantes en Bournemouth  
📍 1 Westover Road, Bournemouth BH1 2BY, Inglaterra    ☎ +44 1202 233946

### Wagamama

●●●●○ 606 opiniones    N.º 100 de 602 Restaurantes en Bournemouth  
📍 31-32 Westover Road, Bournemouth BH1 2BZ, Inglaterra    ☎ +44 1202 296850  
 Image 3: Tripadvisor, March 2018

In the first position is La Côte with a 4.5 \*/5 \* customer rating, while Café Rouge and Wagamama have 4 \* / 5 \*, the latter has +600 opinions and about 318 more than Café Rouge which makes it have a better position.

And the next mention will be about the level of casual-formal the restaurant are (horizontal line of the perceptual map) for this, it has been based on the atmosphere

of each restaurant and the service which has been provided to their guests.

If we look at the list of coolest restaurants in London given by squaremeal.com it will show

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that the restaurants appears on the list most of them are international restaurants, and the contrast British food with international food is massive, being international food more popular than British cuisine. As the case of the Chinese, Japanese and Indian food.

Our three restaurants choices: Café Rouge, La Côte and Wagamama, the first and second came from France and the last, from Japan. Café Rouge and La Côte are french cuisine but still is similar from British food, there are not a big difference of taste, and otherwise, Wagamama is cooler since the taste is completely different which you are used to have, so it's more llamative and there is not many places as British restaurant where you are able to try this specific food.

The environment is very important when you choose a restaurant if we have a look through shownwindow; La Côte's tables are ready with three glasses and plates, basic decoration and colours as white and light-sky blue, and brown furniture, which inspire a peacefulness place. Wagamama provides another type of service, as a paper menu which is a type of tablecloth, and a long wooden tables are shared with other customers that you unknown, it's like eating and going. And, Café Rouge is decorated with colours red-brounette and white, and inspired in a bistro restaurant, to try that you feel in France, new experience.

And the service in each one is different, La Côte has the best service, the waiters follow a service protocol and its appearance is very important as well as a uniform in perfect condition. Café Rouge follows a lighter customer service protocol comparing with La Côte and Wagamama are more friendly and closer with their customer.



How it has been seen in the prism model has very similar characters but each of the brands has its own essence that makes them different from the others.

In general, each company is concerned about the image that the public has of it since this can



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lead to the success or failure of it. Café Rouge on its website has a part dedicated to how your experience will be working with them and their values as a brand.

Café Rouge as your best choice, our brand winner- Best Food Quality and Taste 2008 by MCA Eating Out Panel, because of its high-quality food standards and customer satisfaction. Moreover, Café Rouge's values as it takes its time to get things right, it is provided world class sector leading development, apprenticeships, regular development discussions and a bi-annual appraisal. The work is recognized with incentives, support for team members moving up and its development to achieve their aspirations, for that reasons our team members and clients are recognized and appreciated. While La Côte and Wagamama were expanded around all UK; Café Rouge is opening more outlets around the United Kingdom but also new international openings; Casual Dining Group, with which Café Rouge operates, announced on its website an opening of Café Rouge in South Africa, Ireland, Gibraltar and the Middle East during 2018.

*The Brand Character is a commitment, friendly and empowering.*



Images 4: Caferouge.com

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The beginnings Café Rouge, a small restaurant chain, with the first opening in Richmond, London by Roger Myers and Karen Jane in 1989. In 1994, It was released the film 'Four Weddings and a Funeral film' in one of the scene appeared a restaurant, in which Carrie catalogs her sexual track record, was the Dome in Wellington Street, Covent Gardens, where there is a Café Rouge now.

Café Rouge was growing as a brand and took part in Pelican Group that in 1996 would be bought by Whitbread, 110 restaurants between them there are mainly Dome, Mamma Amalfi, and Café Rouge restaurants.

In 1996, the restaurant would be more frequented since it was mentioned in the novel Bridget Jones's Diary, one of the most successful comic creation of this decade, the most controversial and talked-about female fictional character, as main character Bridget Jones (and his friends) usual customers of this branch, where they used a bottle of Chardonnay.

Café Rouge would be sold again from Pelican to Tragus Group in 2002. Whitbread suggested that Tragus invest and improve the food menus and that food be served

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throughout the day. The campaign will target regional media because Café Rouge count with 77 restaurants tends to be located in the center of major towns and cities. The campaign targeted traditional French holidays and some of its celebration such as National Kissing day that has placed on the 6th of July. The goal of the PR campaign was to show lifestyle and food writers and that way more consumers were attracted (PRWeek 2004).

In 2011, Air France and Café Rouge got together to launch a promotion that consisted to give to consumers a The Bastille-themed postcard to have the chance to win a family trip to Paris for the Bastille Day celebration, the French national holiday (14<sup>th</sup> July of every year) through Air France website.



Image 3: Café Rouge postcard promotion, 2011, <https://www.campaignlive.co.uk/article/air-france-partners-cafe-rouge-bastille-day-promotion/1077997> [Accessed 18 Jul 2018]

In 2012, Café Rouge invested a sum of £20 million to give a new contemporary face to their restaurants, this restaurant was restored by Hampstead; the new idea was to bring Parisian bistros with an urban touch but without losing its classical essence, this change will be reflected in the next three years and with an exclusive decoration for one of the sites, an individual feel for each one; it's important to hold the distinguished colors like red and white, decluttering the trading areas and making the menus smaller and tighter, posters, window dressing, promotional offers, and postcards. The terms of contemporary and cleaner design lines improvement.

Currently Café Rouge is present in the social media Instagram, Facebook, and Twitter where they post the news of the brand when changing the menu, offers, and promotions (for example a bottle of prosecco for Mother's Day). This method is the most effective since the use of social networks is present in the life of the whole world, followers of this brand can watch out for all the news.



Images 4,5 and 6 from Café Rouge social media: Facebook Instagram Twitter

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One of the examples is the competition in their social media accounts, it was post to photo of their mothers and tell how special they are and the use of hashtags. The prize was a Swarovski bracelet (Café Rouge Facebook, Mother's Day). The social networks of Café Rouge are very active and they all have a link to the main website, they also post all the news, promotions and new menus. Customers are able to get in contact with Café Rouge through these networks and share their experience in the restaurant. The brand is positioning itself as an affordable, Parisienne-styles bistro in the UK, that is suitable for everybody, no matter the age.

A more recent advertising campaign with purpose to attract families with young kids to their restaurants. For that, it has been used colourful campaigns and with compelling story which kids desire to eat in Café Rouge and their parents are going to be able to experience having a new experience in a French restaurant. The funny and colorful life of the characters accompanied by highlighted with special offers and deals to made stand out the menu (Eat With Your Eyes, 2018).



Images 7 and 8 from Eat With Your Eyes <http://www.eatwithyoureyes.co.uk/work/cafe-rouge-positioning-kids/>

Café Rouge usually launches advertising with promotions (kids eat for free when you buy a main, set menus with 2 or 3 courses at a great price) and exclusive menus on special days and holidays, such as Christmas holidays, valentine's day, etc.

Café Rouge has partnered up with the good people at Wuntu (app from the mobile company three.co.uk) where the users will be able to opt for many offers of all kinds; cinema, beauty and gastronomy. Café Rouge offers burgers, croque or baguette for 5 pounds, and sometimes for a limited time cheaper.

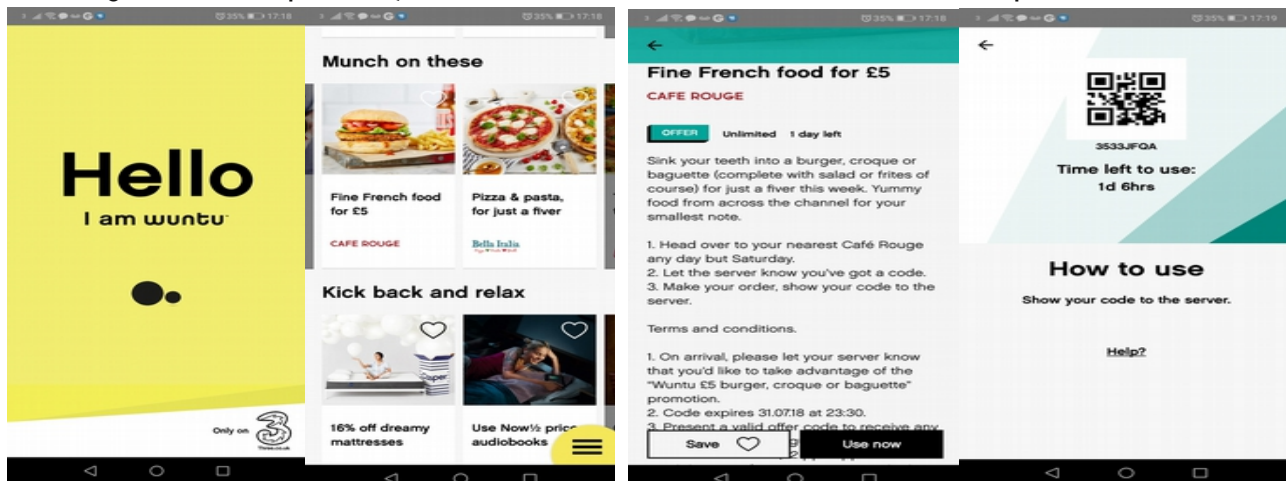


Image 9, 10, 11 and 12: Wuntu app

To conclude, the expansion of Café Rouge throughout UK and the promotions launched at the exact moment to attract customers through their social networks and the colorful boards in front of their doors, the process to be the latest; contemporary place, news and different sets, as well as new features all the time to attract more clients have been a success during these 29 years, although Café Rouge should think about starting to expand their campaigns in other places such as TV, bus-stops ads, etc. trying to catch its competitors as main purpose, for this factors as the previous ones are important, but mainly to make sure that customers have a unique experience, feeling in a Parisienne-style bistro in UK without the need to travel to France, disconnect in a different environment.

The relationship of advertising with the brand is important, since it is what guides you to choose which brand you are going to choose, a reflection of what you will discover in the brand in this case Café Rouge, a pleasant moment with your family / friends, new French flavors and with set menus offers, where the client will leave satisfied.

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