

Marketing Made from Scratch

SHINY



Challenge

How do you successfully create a new QSR brand in a crowded category?

Solution

You marry great food with a one-of-a-kind brand and experience.

In 2010 the founders had a nascent idea of creating a fast casual Southwest-style restaurant with the freshest ingredients (not a freezer in sight), everything made in house, including a selection of delicious homemade sauces. A great idea, but not much else: not a logo, brand positioning, or design vernacular.

We paired their commitment to fresh, homemade foods with a nickname for the devil, Old Scratch, to create the tagline “Burritos from Scratch.” From there a loveable mascot was born (btw, he’s a black bean with no arms) as well as an entire design system encompassing the store layout, custom wallpaper, menus, bags, cups, and hand-painted wayfinding signage. The final major deliverable was to define the brand’s tone and how its employees engage with customers, which is all about delivering a quality experience without the hype and chest thumping some brands resort to having. All that was left was to open the doors and see how the customers responded to the idea.

Results

El D (as the locals call it) is a successful, beloved brand. It now has five locations plus a robust commercial kitchen. Each of the stores is unique, but all are designed to accommodate the daily occurrence of lines of people waiting to order their burritos, tacos, salads and bowls made to order. And now that customers can buy El D hats and bandanas, fans are literally wearing the brand to show their love.

Services

Positioning	Print	Packaging design	UX
Branding	Social	Messaging	Content
Store design	Digital design	Photography	

We have worked with Shiny since our inception in 2010. They have always provided a range of creative options that have allowed us to develop our style and voice on messaging and branding. And they have consistently produced material that has reinforced our brand image. Overall they have a great mix of creativity and practicality that makes it a pleasure to work with them.”

—Dean Vilone

FOUNDER, EL DIABLO BURRITOS

Like to learn more? Email us at connect@shiny.agency