

BREAK FOR ASIA

REBRANDING AND CREATING FRANCHISE
IDENTITY FOR THE VIETNAMESE BISTRO
NETWORK "DED HO" (ДЕД ХО)

"Ded Ho" is the democratic network of Vietnamese bistros with a variety of Asian cuisine in a modern format. The main goal was to rebrand network' identity to boost franchise sales, increase brand recognition in the market, and enhance audience loyalty.



CONTEXT

1. A large number of similar market players
2. Offering products far from authentic Asian cuisine
3. Taste is the main focus
4. Food only for a special occasion

**BREAK
FOR ASIA**

STRENGTH

1. Desire to make everyday life brighter
2. A way to break out of dull routine
3. Boost your energy and do only what matters





POSITIONING AND THE BRAND ESSENCE

BREAK FOR ASIA

A network of Vietnamese bistros offering variety of Asian cuisine in a modern and accessible format.

BREAK

Emphasises a fast and accessible network' format to brighten up your day

+

ASIA

Points to the magnificent culture, rich in contrasts, nuances, and vibrant flavours

=

BREAK FOR ASIA

Provides an opportunity to break out of routine, make weekdays brighter, and change the environment

OUR
BREAK
FOR
ASIA



IT LOOKS
SO
TOM
YUMMY



YOUR
BREAK
FOR
ASIA



YOUR
BREAK
FOR
ASIA



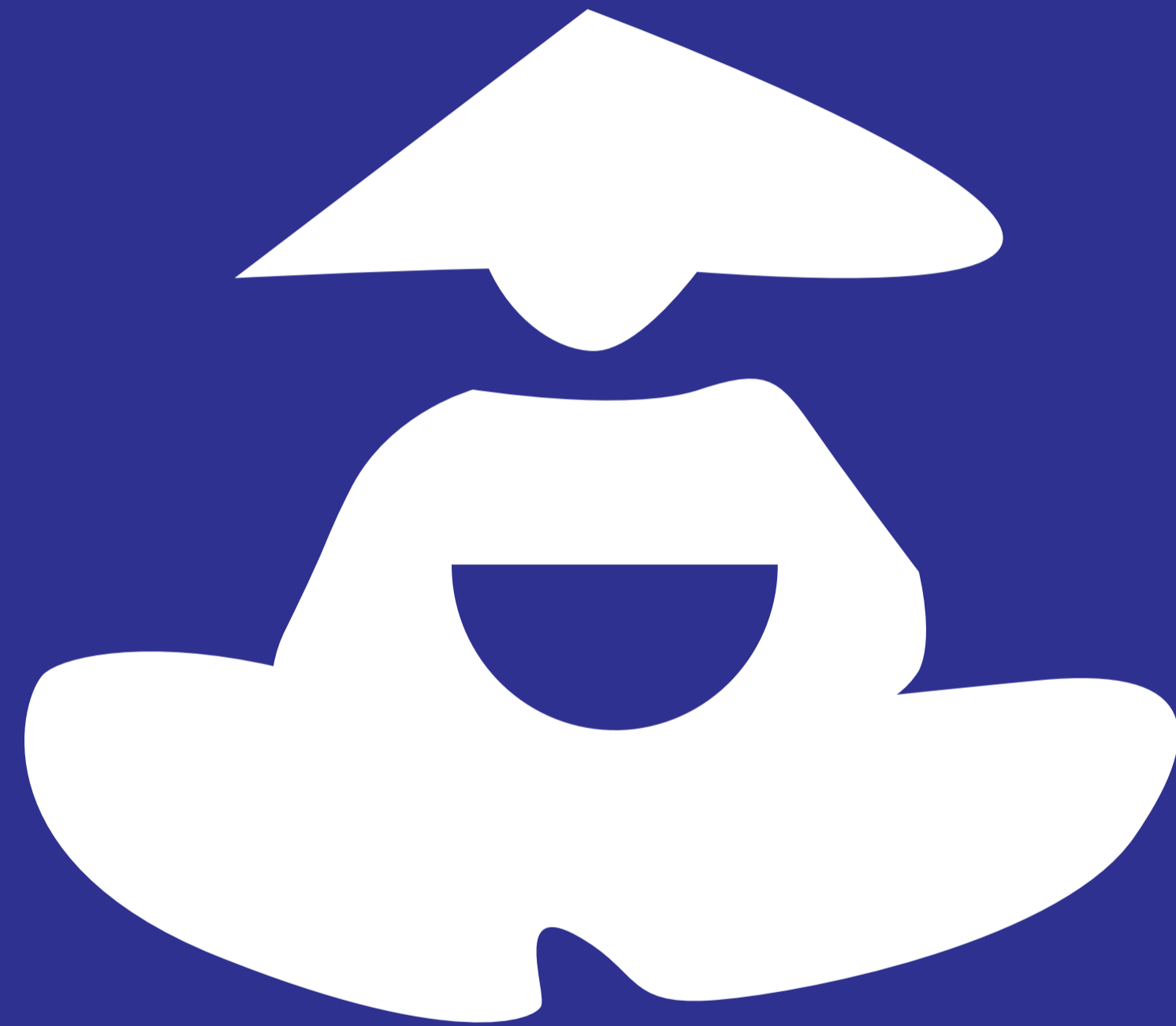
YOU
BREAK
FOR
ASIA



METAPHOR

"Ded Ho" (Grandad Ho) becomes the signature mascot – a sage who made a break on his path for a portion of reach Pho Bo.

From the pattern to the dishes into the real world, Ded Ho is a loyal yet non-intrusive companion, inviting everyone to take another break for Asia and enjoy delicious Vietnamese food.



BEFORE



AFTER

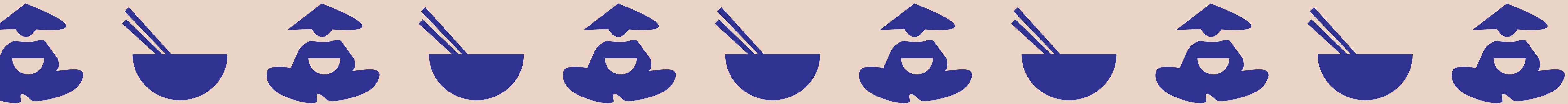




LOGO

The "Ded Ho" logo is a sign of quality, stylized as the seals of East craftsmen.

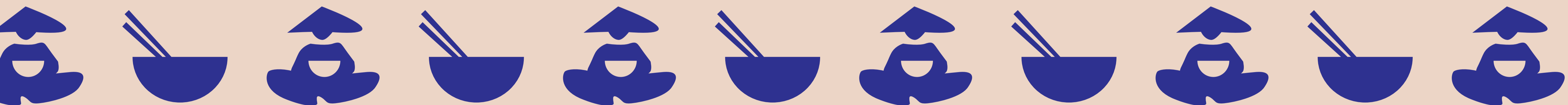
Stylized Cyrillic characters are not only pattern, but also a guarantee of high quality for each network point.



PATTERN

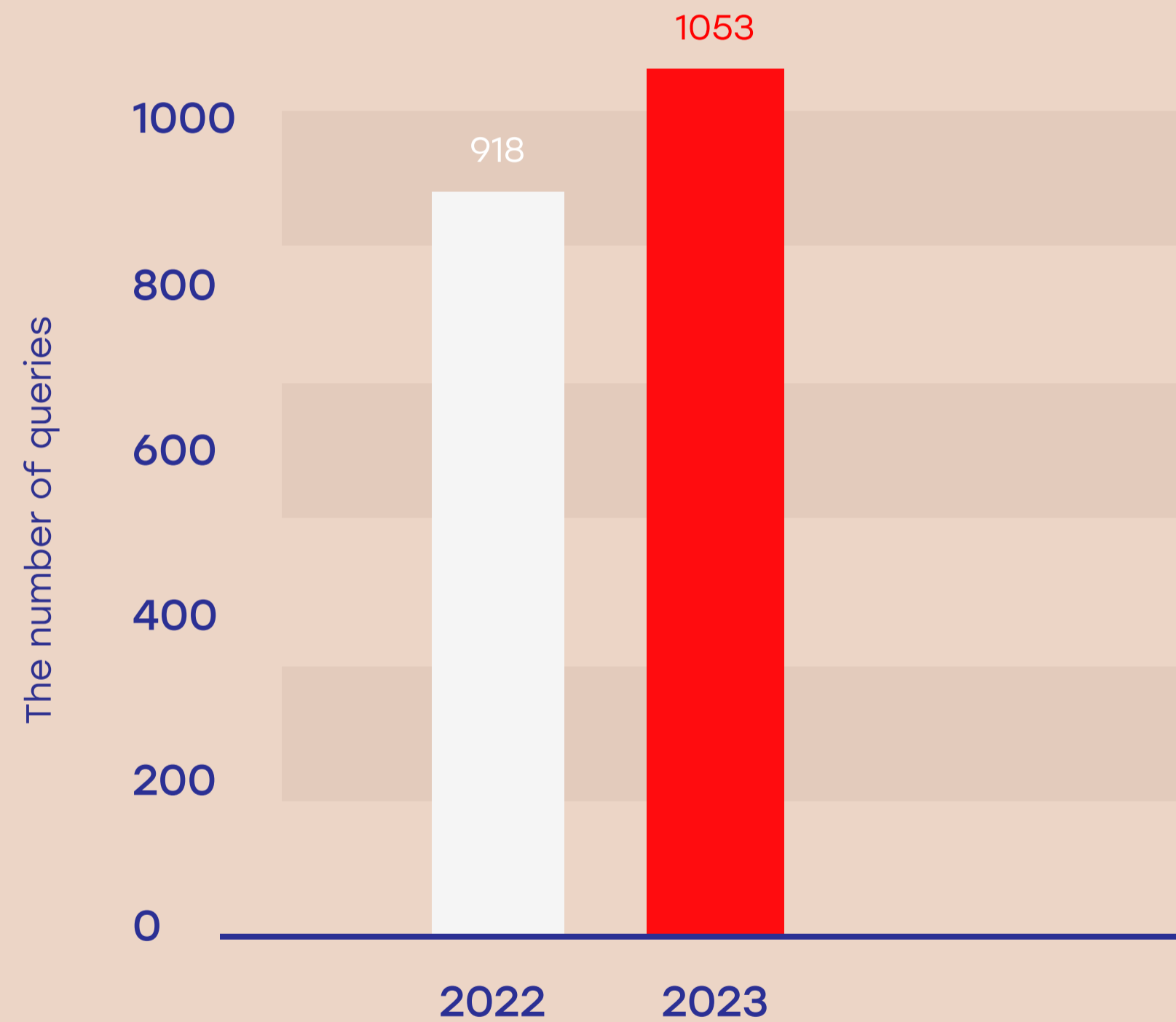
The original rich flavours of Vietnamese dishes are emphasised by authentic dishes with recognizable graphics.

We used the pattern in the interior, dishes, and menu – the brand essence is fully adopted in the whole design system.

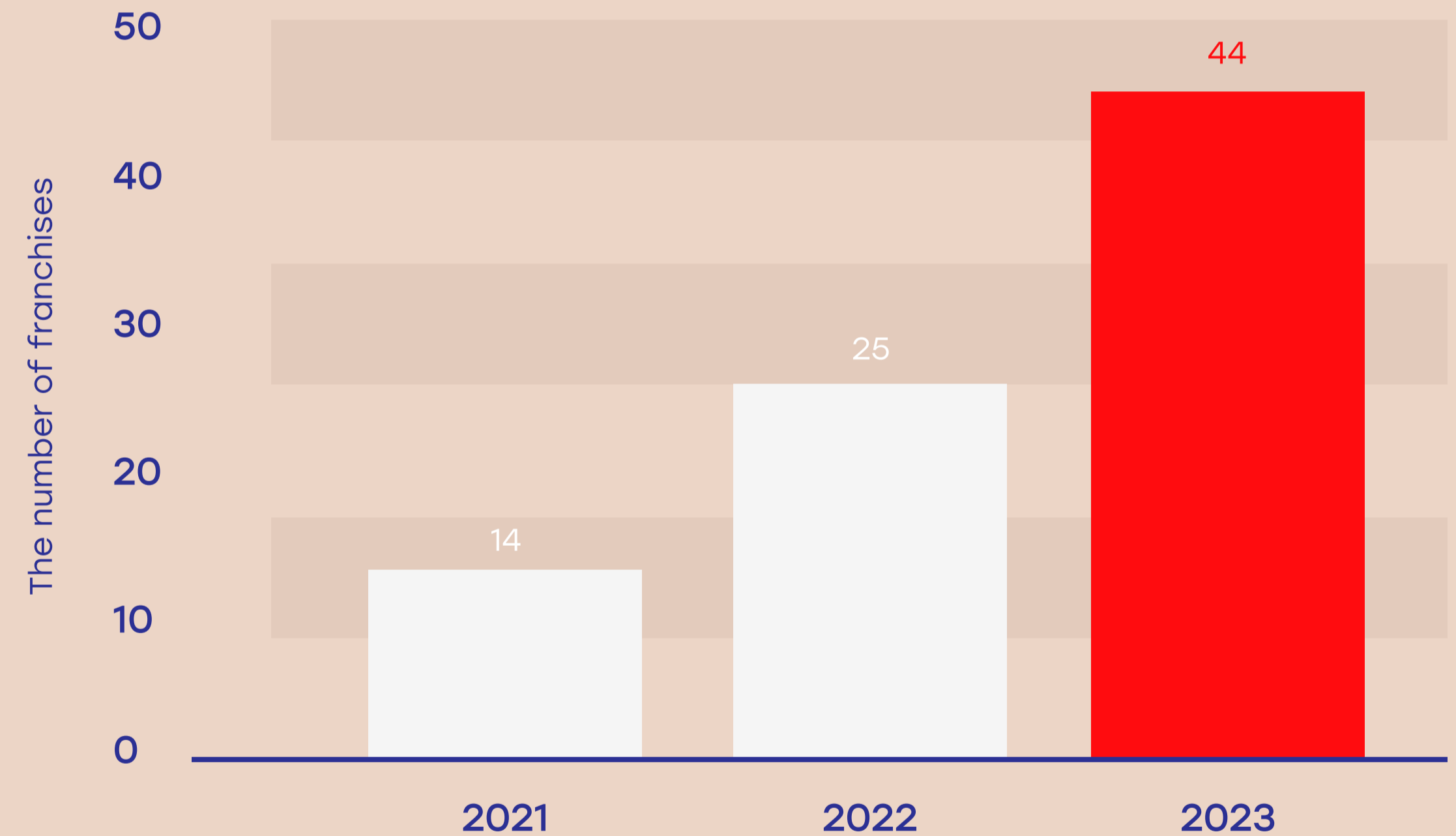


RESULT

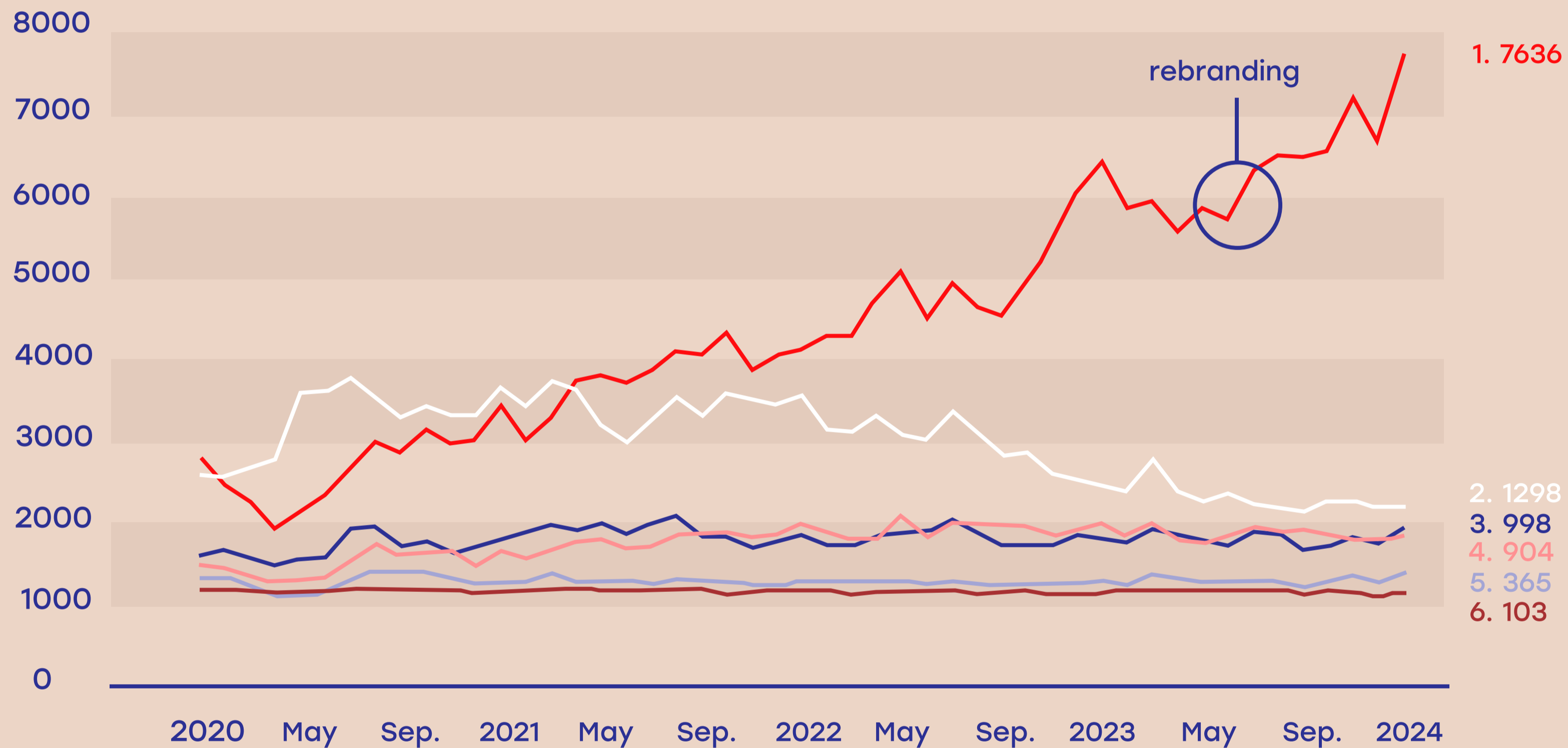
We found an approach to Asia that met consumer' desires and ensured network growth



The number of delivery queries increased by 20% comparing Q4'22 and Q4'23



The number of franchises increased by 214% from 2021 to 2024



Search queries in of the "Vietnamese cuisine" in St. Petersburg



SOUP

 **PHO BO 450₽**

Famous traditional Vietnamese soup with beef broth

 **TOM YUM 490₽**

Thai spicy-sour soup on chicken broth with shrimps

 **BON TOM 530₽**

Spicy-sour soup with king prawns, tofu cheese and bun noodles

WOK

 **CHICKEN 450₽**

Famous traditional Vietnamese soup with beef broth

 **SHRIMP 490₽**

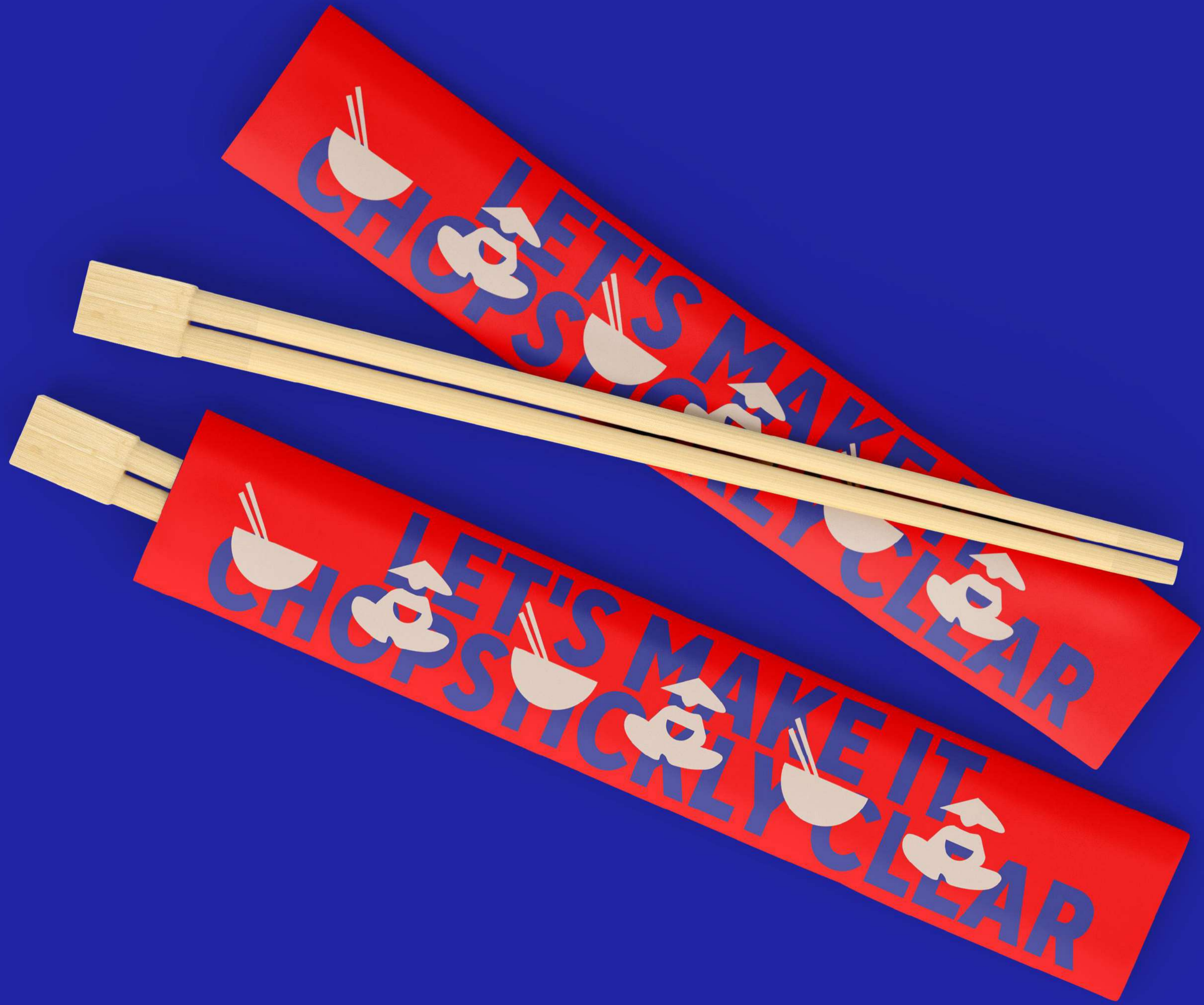
Thai spicy-sour soup on chicken broth with shrimps

 **BEEF 530₽**

Spicy-sour soup with king prawns, tofu cheese and bun noodles









10:00  23:00

**VIETNAMESE
CUISINE**



ДЕД
ХО



WHAT ARE
GOING
PHO
TODAY?





dedho_cafe



dedho_cafe



IT LOOKS
SO
TOM
YUMMY



dedho_cafe



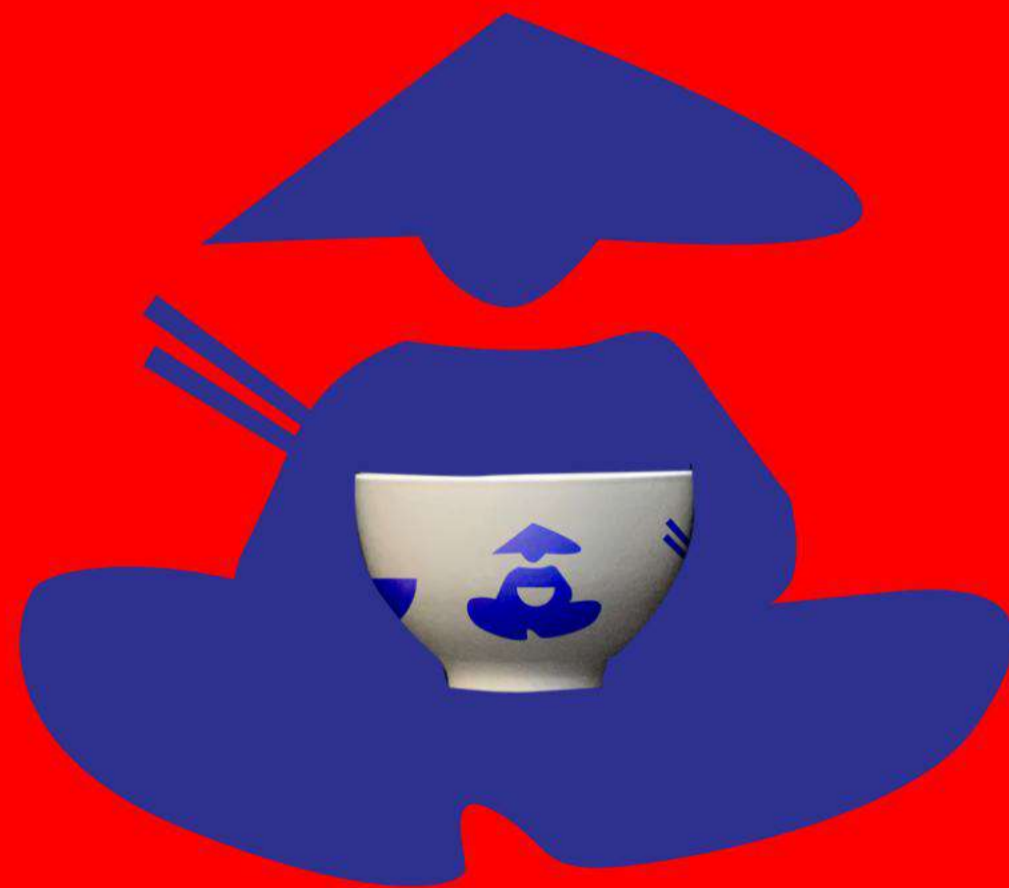


dedho_cafe



dedho_cafe

WHAT ARE
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PHO
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dedho_cafe





**YOUR
BREAK
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