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HUNGRY OTAKU

 Assessment Title: **Make Yourself a Brand**

Module Leader: **John Salisbury**

Module Code: **DX5602**

Taste of Anime

Brand Experience Design

Brand

Guidelines

March 2023

空腹のオタク

“
The Ultimate fusion of Anime and Food.”

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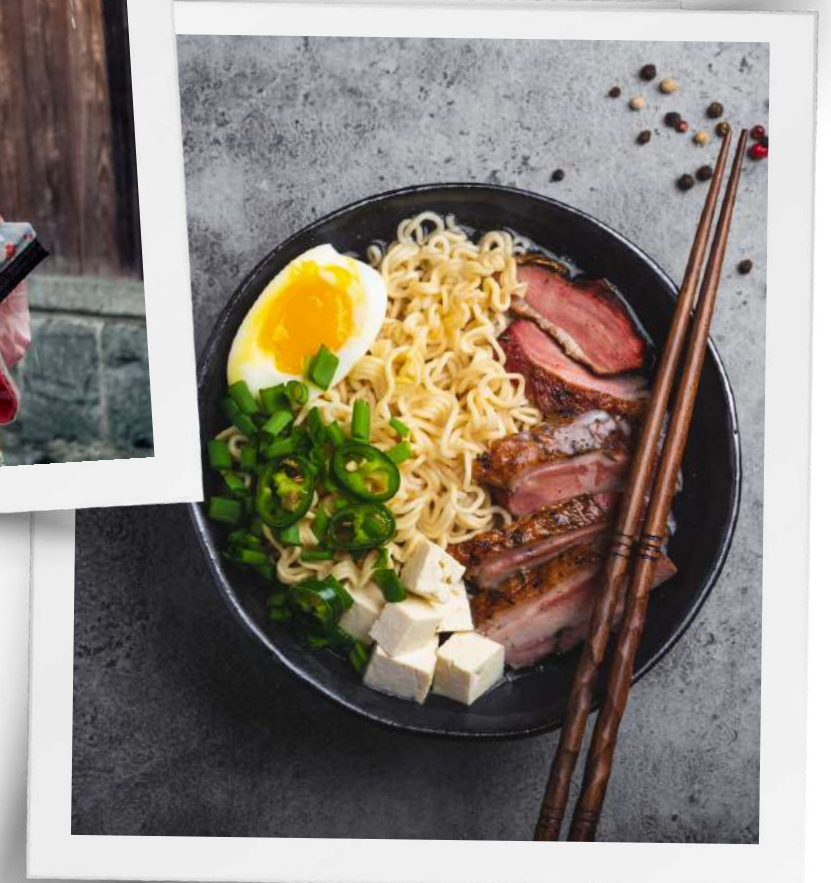
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Introduction

Growing up, I was always fascinated by anime and its unique blend of storytelling, art, and culture. I was attracted to the detailed aspects of the people's life, such as their daily routines and especially, the food they liked. As I became more immersed in anime, I became fascinated by the varied cuisines featured in the shows. I was intrigued by the materials, cooking methods, and cultural importance of each meal.

My passion for Anime and Food inspired me to create my own Brand, '**Hungry Otaku**'. The name itself is a tribute to my love of anime, since 'Otaku' refers to people who are obsessed with Japanese pop culture. I wanted to build a brand that combined my two hobbies while also providing a unique culinary experience for other anime fans & food enthusiasts. I hope that through creating Hungry Otaku, I may share my passion for anime and food with others. I want to make dishes that are not only delicious but also show off the variety and complexity of Japanese cuisine. By combining traditional and modern approaches, I intend to provide a one-of-a-kind eating experience that honours Japan's rich culture and history.

There aren't many anime themed restaurants that serve anime-inspired cuisine and provide a great dining experience where customers can try new delicacies. Also, when people discuss anime, they always relate to Japanese. I intended to launch this business in reaction to the rising popularity of anime and worldwide interest in Japanese culture. After I was certain of my concept, I began to define my brand more thoroughly, settling on a brand name and a strapline. Ultimately, my love of anime and cuisine drove me to build a brand that is more than simply a brand. It represents who I am and what I am passionate about, and I intend to share it with others through Hungry Otaku.



Problem Statement

The lack of choices for anime and food enthusiasts to interact and express their passion in a unique way is the problem that the brand 'Hungry Otaku' intends to tackle. There are several anime and food-related events, but few that mix the two in a meaningful way. Furthermore, anime-themed food alternatives are restricted in most places, leaving fans feeling distanced from their hobbies when dining.



The Hungry Otaku intends to address this issue by establishing a community and dining experience that blends anime and food to give fans with a unique and fulfilling experience.

Brand Name

The name "Hungry Otaku" is a combination of two words that describe the essence of the brand. "**Hungry**" relates to the brand's food-related focus and culinary arts interest. It also represents the brand's intention to satisfy its customers appetites with tasty and inventive cuisine. It also conveys a sense of excitement and energy, which may appeal to an audience who is interested in both Anime and Food.

"**Otaku**" is a Japanese word for someone who has a strong interest in anything, usually anime or manga. It also shows the brand's relationship to anime culture as well as its desire to appeal to anime lovers who appreciate tasty cuisine.

Brand Strapline

I was able to build an unique and memorable tagline for my brand after intensive brainstorming and market research that effectively reflects its values and resonates with my target audience.

The tagline "**Taste of Anime**" implies that the food served has been influenced by Japanese anime culture and is intended to convey the spirit of the flavours and culinary traditions found in anime. It indicates that the food is not simply conventional Japanese cuisine but has been deliberately crafted to cater to anime lovers seeking a unique and immersive culinary experience true to the essence of their favourite anime episodes and movies. Ultimately, the tagline exudes adventure, excitement, and innovation, allowing individuals to discover new and tasty ways to interact with their love of anime culture.



Need for Hungry Otaku

In reaction to the rising popularity of anime and global interest in Japanese culture, Hungry Otaku brand was born. The firm offers a unique blend of two prominent cultures: anime and food. With the rise of food culture and the rising popularity of Japanese cuisine, The brand offers a one-of-a-kind dining experience for both anime fans and foodies.

The brand provides a delicious and aesthetically appealing culinary experience in which visitors may indulge in their favourite anime-themed cuisine while surrounded by anime-inspired decor and atmosphere.

The brand's dedication to providing a one-of-a-kind and personalised dining experience sets it apart from other restaurants and dining establishments, making it the go-to spot for anime and food enthusiasts looking for a fun and fascinating dining experience.

Vision

To become a go-to place for Anime and Food enthusiasts, offering a one-of-a-kind and unforgettable experience that promotes both passions.

Mission

To provide high-quality, authentic Japanese food with a contemporary twist, while also establishing a friendly setting that embraces and promotes the best of anime culture. We strive to constantly develop and evolve our services in order to meet our clients' expectations and to cultivate a community of dedicated foodies and anime fans.

Brand Promise

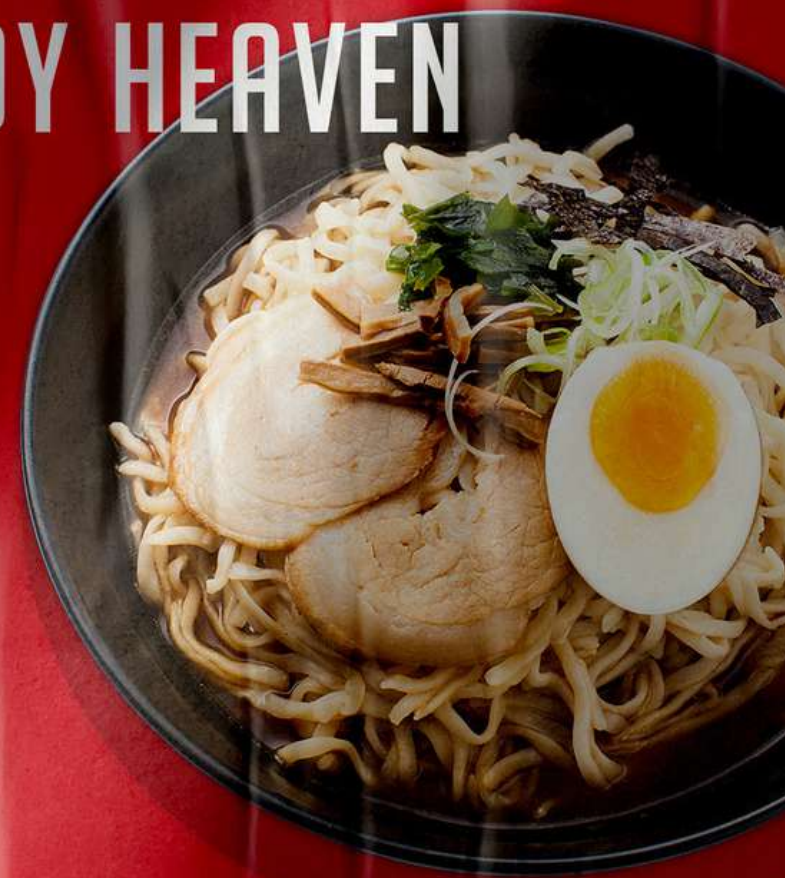
At Hungry Otaku, we pledge to create an amazing dining experience that mixes the best of anime and food culture. Our menu is intended to satisfy your appetites for both good food and anime entertainment. From exquisite ramen bowls inspired by Naruto to savoury okonomiyaki inspired by Attack on Titan, we create delicacies that will transport you to the anime universe you love. We always use fresh, high-quality ingredients, and we take pride in making each dish look as delicious as it tastes. Our staff is passionate about anime and cuisine, and we want to share that passion with our clients. With each visit to The Hungry Otaku, we promise to take you on a gourmet journey you'll never forget.

#UNIQUE FUSION

#BOLD FLAVOURS

#FANBOY HEAVEN

#FUN



HUNGRYOTAKU.COM

HUNGRY
OTAKU

Brand Values

01 Passion

We love anime & cuisine and strive to provide our customers the best of both worlds.

02 Quality

We place a premium on the freshness and flavour of our ingredients and preparation, guaranteeing that our cuisine is always fresh and tasty.

03 Fun

We think that food and anime should be entertaining, and we strive to provide our customers with a joyful and enjoyable experience.

04 Community

We are dedicated to creating a community of anime and food enthusiasts where everyone is welcome and can express their passion for both.

05 Creativity

We use our imagination to create unique and tasty anime-inspired meals.

Voice and Tone

Here is what we are (And aren't):

- **Energetic** and **enthusiastic** about creating a fusion of Anime and Food. (Formal and Stuffy in our tone)
- **Passionate** about creating unique dining experiences. (Unconcerned about our customers' interests or preferences)
- **Creative** in menu offerings. (Menu items that seem boring or mundane)
- **Friendly** and approachable to customers of all ages. (Intimidating or restricted to a specific group or demographic)
- **Attentive** and responsive to customer needs and feedback. (Neglecting or failing to respond client demand and feedbacks)

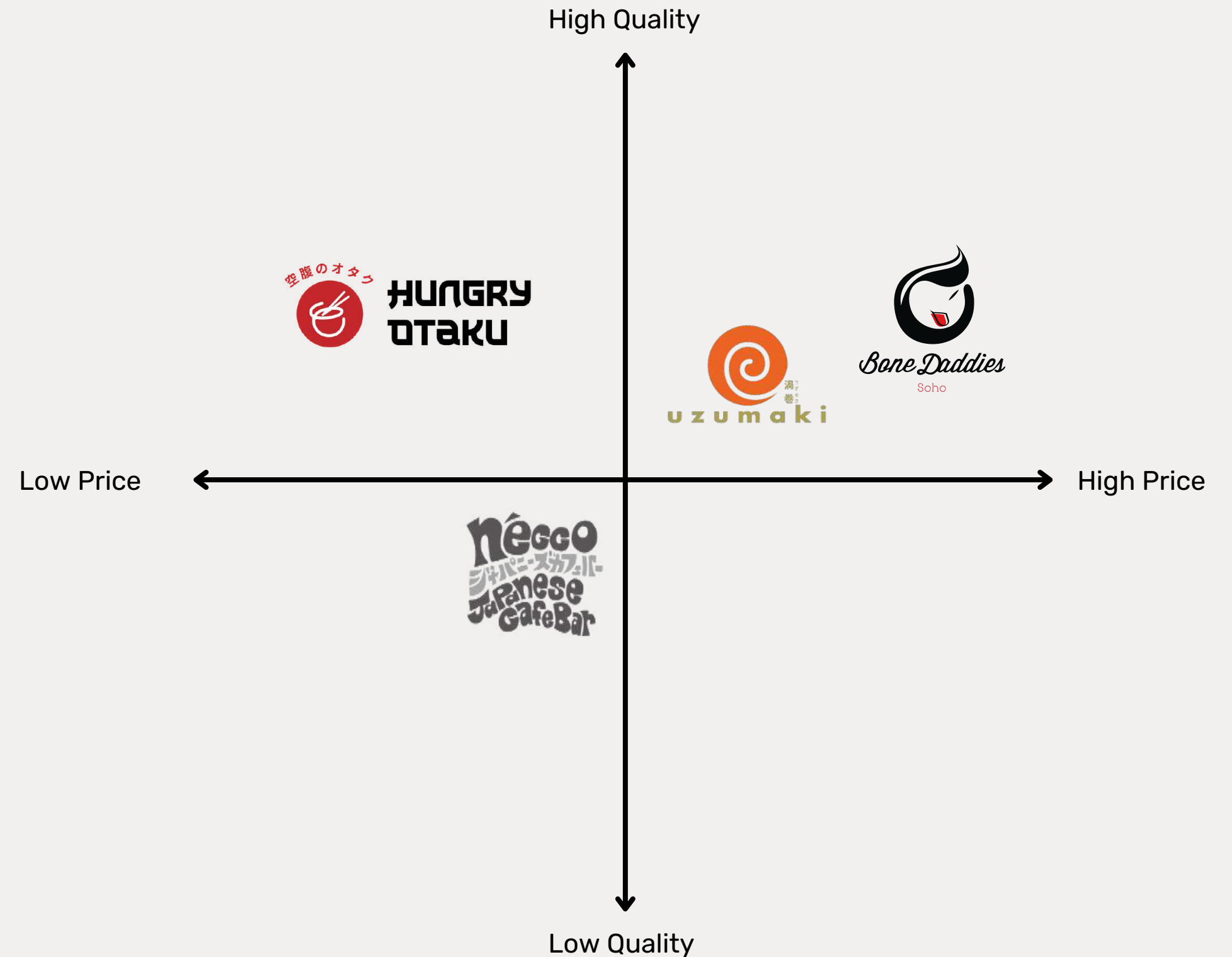
USP for Hungry Otaku

The unique selling point (USP) of Hungry Otaku is that it offers an unique taste that combines a love of anime and Japanese culture with excellent and imaginative cuisine. Hungry Otaku's menu is inspired by popular anime episodes and movies, and the meals are designed to embody the spirit of anime's flavours and culinary traditions. As a result, the eating experience is unique and immersive, unlike anything else on the market.



Brand Positioning

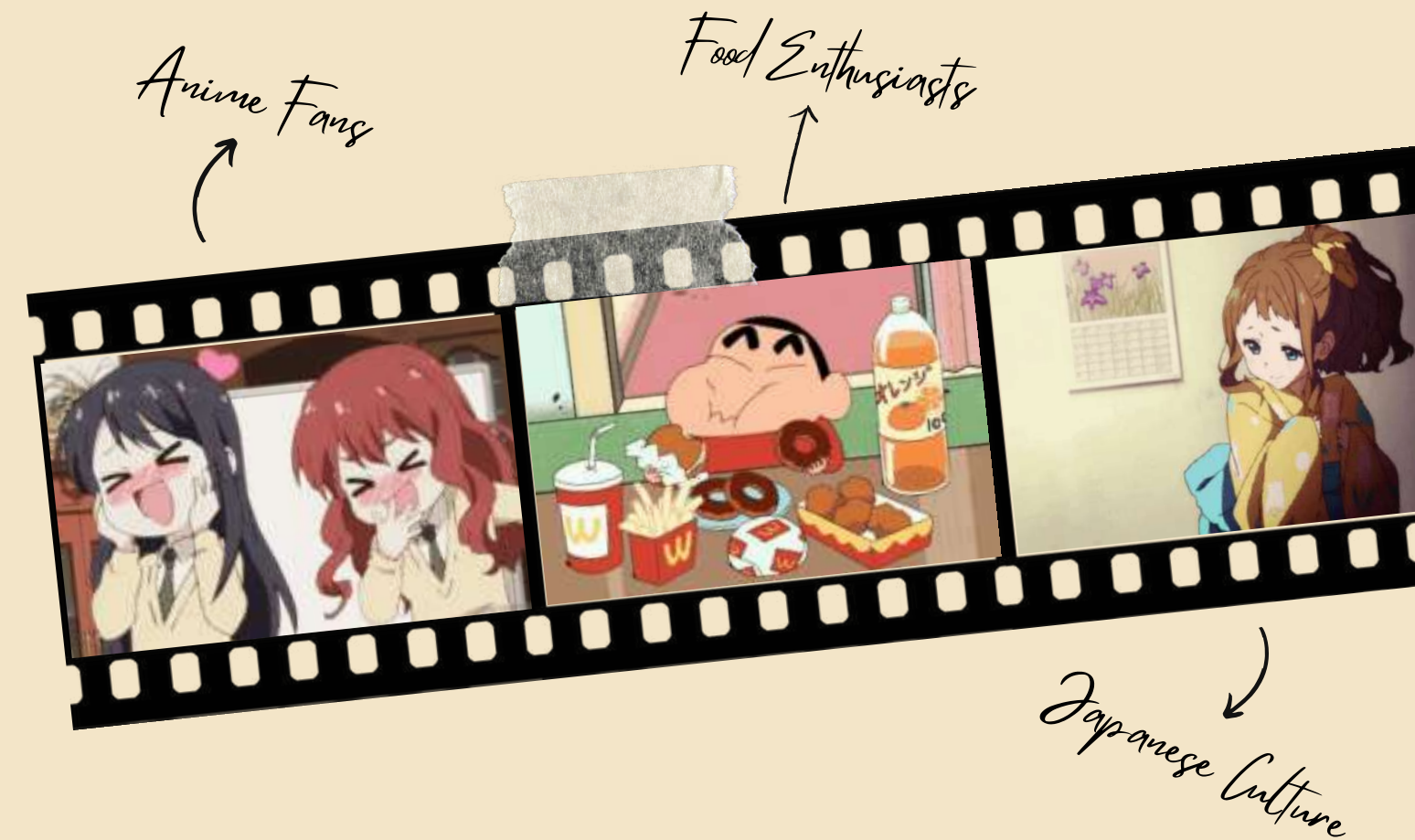
Our brand positioning is focused on providing a unique dining experience for Anime and Food enthusiasts. We hope to separate ourselves from other restaurants and develop a niche market by merging the two loves. In addition, the brand also is trying to offer a great customer service and creating a memorable dining experience.



Target Audience

We think that our brand will appeal to a wide variety of ages, from young people to middle-aged folks who are passionate about the world of anime and more likely to try out new and innovative culinary concepts, based on the nature of the brand and its link with Anime & Food.

- **Anime fans** who are interested in exploring different food cultures and trying new dishes.
- **Food enthusiasts** who are open to experiencing unique and creative dining experiences.
- People who are interested in **Japanese culture** and would like to indulge in an authentic dining experience.

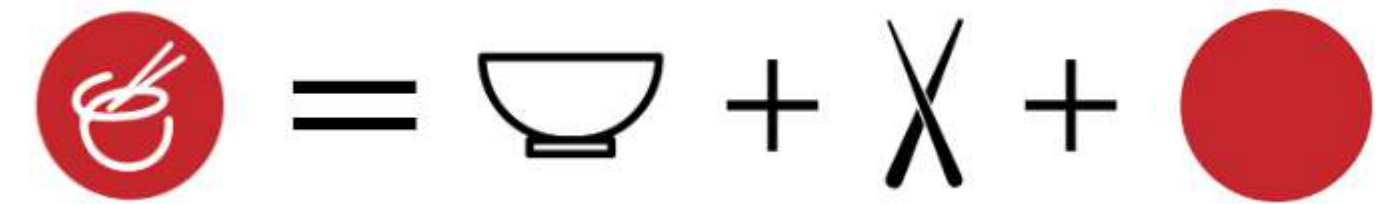


Our Logo

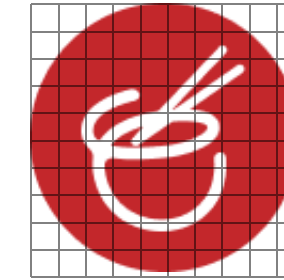
Being an anime and food enthusiast, I wanted my brand to represent my interests in both areas. I chose to merge the famous Japanese red circle, a bowl, and chopsticks into a single emblem that reflects the combination of anime and cuisine after brainstorming many possibilities. The circle not only depicts the Japanese flag, but also a sense of completion and harmony, which coincides with my brand's mission of bringing anime and cuisine enthusiasts together.

The bowl represents the importance of food in the brand, while the chopsticks are a homage to Japanese culture, which has profoundly inspired the firm's cuisine. These three aspects work together to produce an unique and distinctive brand that stands out in a crowded market.

My goal with this logo was to develop a powerful visual identity that reflects the core of the brand while also connecting with my target audience. I wanted to develop a logo that is simple and beautiful, but also conveys the playful and fun essence of anime and food. Overall, I am certain that the logo I designed represents my business's ideals and will aid in the development of a strong brand identity.



10 x 10 grid



Initial Logo



Final Logo



Japanese Touch



Check out for Logo Revelation Clip for my Brand [Click Here](#)

Logo Misuse

Do not crop the logo



Don't change the transparency.



Do not blur / Drop shadows the logo.



Try not using different colors.



One-Colour Use



Moodboard

After careful consideration, I decided to use a color scheme of Pure Crimson Dye, black, and white for the brand's visual identity. The vibrancy of the red creates a feeling of excitement and energy that matches with the brand's focus on anime and cuisine, while the black and white contrast offers sophistication and balance. This colour palette was chosen with the goal of generating a distinct and memorable brand identity that will stand out from the crowd.

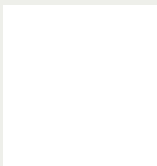
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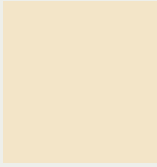
#000000



#FFFFFF



#F3E5C8



“Traditonal color of japanese culture”

Crimsom Dye

ni (赤紅)

ode: #C3272B

“Sacred color of gods”

te

(代)

Code: #ffffff

“Symbol of Enlightenment/Samurai”

ck

(黒)

Code: #000000

THE LOGO



The color red is associated strongly with authority, strength, sacrifice, joy, and happiness. It is regarded as an auspicious color in Japan, especially when paired with white.

TYPOGRAPHY

PRIMARY

THE LAST SHURIKEN

It's an oriental-style typeface with serifs and bold strokes, which make it perfect for display in any format related to Japanese culture, food, anime or games.



空腹のオタク

空腹のオタク

VARIATIONS



“Traditonal color of j

Pure Crimsom Dye

Akabeni (赤紅)

Hex Code: #C3272B

“Sacred

White

Shiro (代)

Hex Code: #ffffff

“Symbol of Enligh

Black

Kuro (黒)

Hex Code: #000000

Typography

Rubik was chosen as the secondary font for the body and paragraph of my brand because it is a flexible and modern typeface that improves content readability. Rubik is a sans-serif typeface that works well in print and digital media. It is a Google typeface that is provided for free, making it freely accessible to others.

SecondaryTypeface

A a

RUBIK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0





Binder With Invoice



Binder With Letterpad



As part of our brand identity and visual representation, we have designed and created a custom binder, invoice, and letterpad for our company, Hungry Otaku as part of our brand identity and visual representation. These materials are designed with our brand colours and logo in mind, making them clearly recognisable and consistent with our overall branding.

Brand Promotion & Advertising

- Hungry Otaku's marketing approach relies on social media and word-of-mouth marketing. Instagram and Facebook will be utilised to advertise events and interact with customers, as well as to highlight the unique dishes. By offering outstanding service and establishing a memorable dining experience for guests, word-of-mouth marketing will be encouraged.
- Traditional print advertising, such as flyers, posters, and brochures, may still be helpful in marketing my brand, particularly in local towns.
- We intend to engage with influencers that have a strong following in the anime and food sectors for our brand on social media platforms such as Instagram, TikTok, YouTube.
- We will use billboard and street wall advertising to raise brand awareness and attract new customers.



HUNGRY OTAKU PRESENTS

NARUTO RAMEN

SLURP-TASTIC



FUEL YOUR INNER NINJA WITH RAMEN

DELICIOUS RAMEN

£3.50

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TURNING YOUR ANIME DREAMS INTO TASTY REALITIES.

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WWW.HUNGRYOTAKU.COM

空腹のオタク

GOKU'S RAMEN BOMB!



RAMEN



HUNGRY OTAKU



HUNGRY OTAKU PRESENTS

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空腹のオタク

GOKU'S RAMEN BOMB!



RAMEN

HUNGRY OTAKU

HUNGRY
OTAKU



“
THE PERFECT BLEND
OF ANIME AND
DELICIOUSNESS.”

IF YOU DONT BELIEVE US
SCAN AND FIND OUT



WWW.HUNGRYOTAKU.COM

Together with traditional billboards, we will explore digital billboards, which allow for dynamic content and targeted marketing. This will allow us to highlight certain menu items or specials depending on the time of day or location of the billboard. We also consider using QR codes on billboards to direct people to our website or social media channels.



50% OFF
LARGE RAMEN


SPECIAL PROMO THIS MONTH

OPEN DAILY FROM
11 AM - 11 PM



HUNGRY OTAKU



WWW.HUNGRYOTAKU.COM | ORDER ONLINE  

"The perfect blend of anime and deliciousness"



HUNGRY OTAKU

Brand Merchandise

As a part of our brand promotion strategy, we have created merchandise for our customers to show their support for our brand. Our merchandise includes pin badges and tote bags featuring our brand logo and design. These goods provide our customers with a unique and elegant way to express their love for anime and cuisine. Offering brand products, we feel, is an excellent method to boost brand recognition and loyalty among our customers.





Marketing Strategy

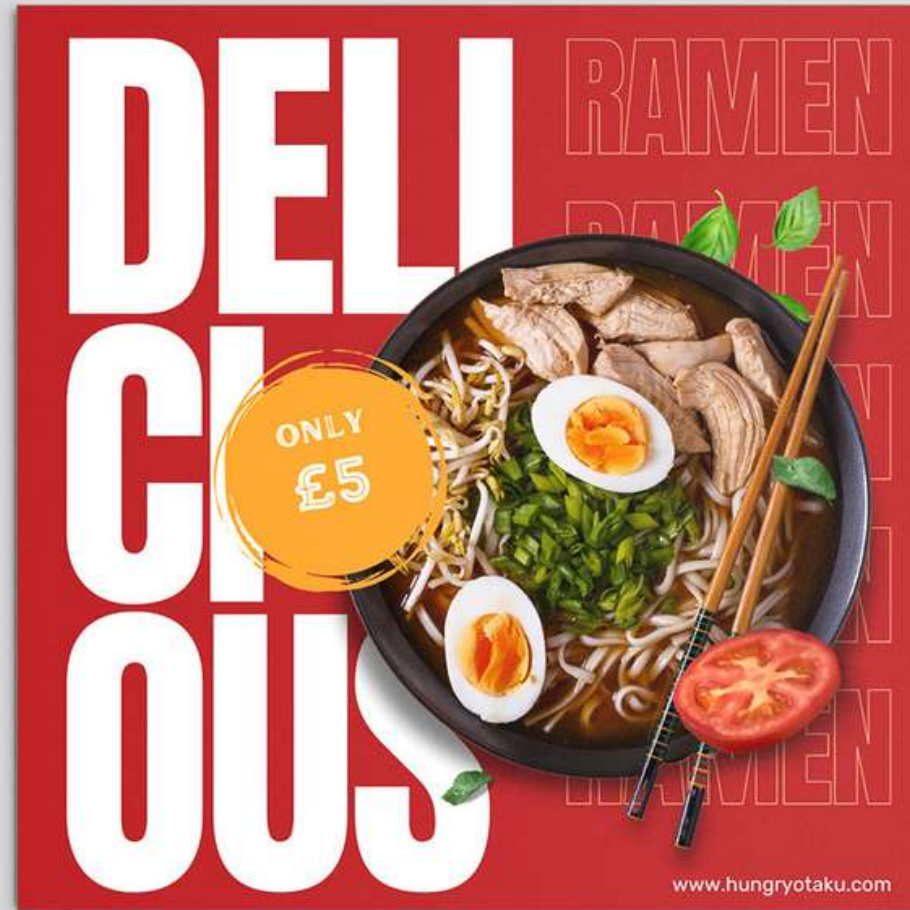
For the next six months, our marketing strategy will centre on leveraging social media platforms, influencer marketing, and outdoor advertising to increase brand awareness and drive sales. To attract potential customers' attention, we intend to create engaging social media content, collaborate with popular influencers in our niche, and use billboards and street wall advertising.

In addition, to attract new customers and retain existing ones, we will offer special discounts and promotions. We will also closely monitor and analyse customer feedback and engagement to fine-tune our marketing efforts and ensure we are reaching our target audience effectively.

Marketing Plan for next 6 months

- Develop a Social media Content Calendar - To boost the brand social media presence, we will create a content plan to ensure consistent posting and engagement with our audience. Anything that is relevant to our target audience such as food trends, anime and promotions, will be included in the calendar.
- Implementing Influencer Marketing - We will work with relevant food and anime influencers to promote our brand on their social media channels. This will help increase brand awareness and reach a wider audience that aligns with our target market.
- Launch a Loyalty Programs - We will develop a loyalty programme that will give discounts, freebies, and exclusive access to new items to encourage repeat business and reward loyal consumers.
- Host Local Events - We will arrange activities like as food tastings, character contests, and anime screenings to connect with the local community and attract new consumers. This will aid in the development of a strong brand image and boost brand loyalty.
- Bill board and Street Wall Advertising - We will invest in Billboards and street wall advertising in high-traffic areas which helps us reach wider audience and create a lasting impression.
- Email Marketing Campaigns - Email marketing campaigns will be created to advertise new items, promotions, and events. This will keep us at the front of our audience's minds and drive repeat business.

Instagram
Posts



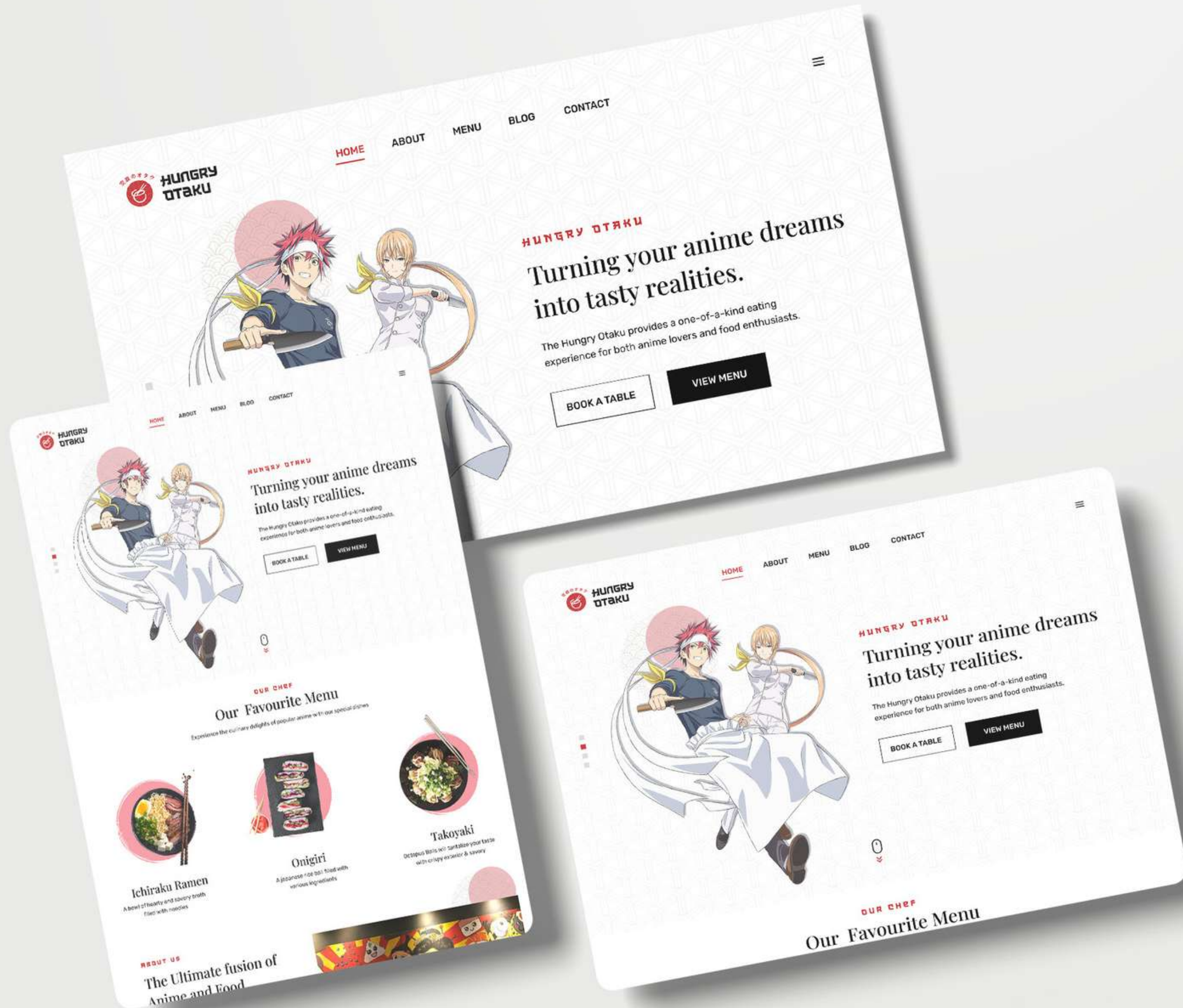
Brand's Menu Video

Instead of a typical menu card, I chose to make a menu video as part of my brand's marketing efforts. This choice was made because video material is more interesting and sharing than static pictures or text. I wanted to provide my customers a one-of-a-kind experience and make it easier for them to explore the menu's diverse options.

To promote the menu video, I plan to share it across my brand's social media channels, including Facebook, Instagram, and Twitter. In addition, I will include the video on the menu page of the website so that customers may see it before visiting the restaurant. Overall, I feel the menu video will serve to raise brand recognition and build curiosity among potential customers.

Check out for Menu Revelation Clip for my Brand [Click Here](#)

Website



Take Away Packages

As a part of Branding process, take away packages were designed for the brand, incorporating the brand's colors and logo. The packaging was created to be both physically appealing and useful for customers to carry their meals home in. These takeaway packages were designed to provide customers with a favourable brand experience by allowing them to take home a piece of the company's visual identity.





Conclusion

Creating a brand from the ground up was an entirely new experience for me. Though I had a general understanding of what branding was, I had no clue how much study, planning, and execution went into creating a great brand. This project has taught me about numerous areas of branding, such as Brand Identity, Brand Positioning, and how to promote and advertise a brand through multiple channels, and how each of them plays an important part in developing a powerful brand.

I also spent a great deal of time designing mockups and attempting to create a catchy poster with anime characters (Manipulation). Made the effort to develop fresh names for menu items. It was beneficial that I spent time developing a logo reveal video for my brand and also came up with a menu video instead of a static menu card mockup. Almost, but not quite, I attempted to make everything that fits with the brand and is necessary.

Overall, this project has been an excellent learning opportunity for me. It has taught me everything on how to develop a brand from scratch successfully. While there were obstacles along the road, I am happy of what I have done and am looking forward to further building my brand in the future.

References



I believe that referencing is a crucial academic ability.

For getting digital assets I used the following websites

- <https://elements.envato.com/>
- <https://www.canva.com/>
- <https://www.freepik.com/>

Getting Design Inspirations

- <https://www.behance.net/>
- <https://dribbble.com/>
- <https://in.pinterest.com/>

Research Purpose

- <https://scholar.google.com/>
- <https://medium.com/>
- <https://en.japantravel.com/blog/symbolic-colors-in-japan/61005>
- <https://www.foodandwine.com/travel/guide-ramen-types-japan>
- <https://www.fandom.com/articles/delicious-anime-ramen>
- <https://headphonesaddict.com/anime-statistics/>
- <https://www.uzumakilondon.com/menu>
- <https://www.youtube.com/@babishculinaryuniverse>