



# Market a Success

Complete branding, advertising and strategy for 202 Market



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When 202 Market approached Vigor they had been sold on spending \$150k on advertising in the first 6 months of operation. Vigor turned the tables around from a restaurant poised to overspend to a profitable business model built on a stable foundation.

## Synopsis

The investors and chef of 202 Market, located in Roanoke, Virginia, had a vision. Their vision was a new concept in restaurant and entertainment that was set to explode the downtown nightlife of Roanoke. After accepting a bloated advertising budget, Vigor was called.

Over the course of a year, Vigor eliminated the superfluous marketing and advertising spending. With a developed strategy, Vigor was able to optimize marketing dollars to efficiently brand, market and advertise the new venue.

## Results

202 Market opened with lines out the door for weeks on end.

By month four, the restaurant was running at 27% efficiency.

Restaurant received five stars from local publications within the first quarter.

Vigor helped continually increase revenue through consulting on new menus and promotions over the course of the project.

## Facts At A Glance

Client / 202 Market

Project / Branding and marketing

Team Size

Client / 4

Vigor / 5

Time line / April 2007 - May 2008

Restaurant Type / Fine dining, Venue

Services

- Brand development
- Brand and marketing strategy
- Advertising
- Event marketing
- Environmental signage
- Instore promotions
- Publicity
- Branding
- Menu Design
- Web site design