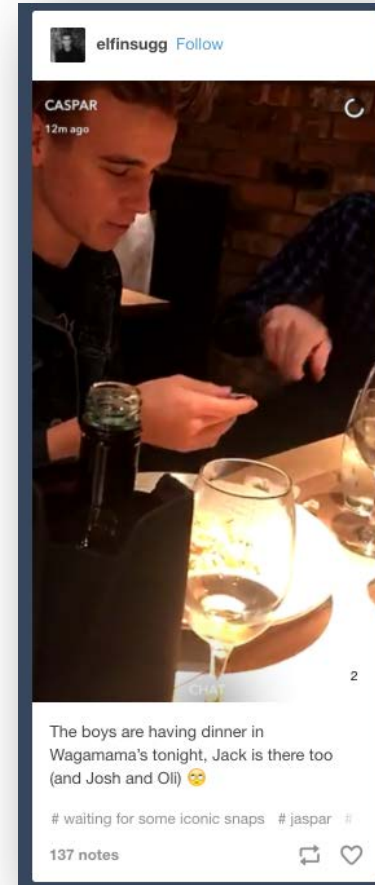
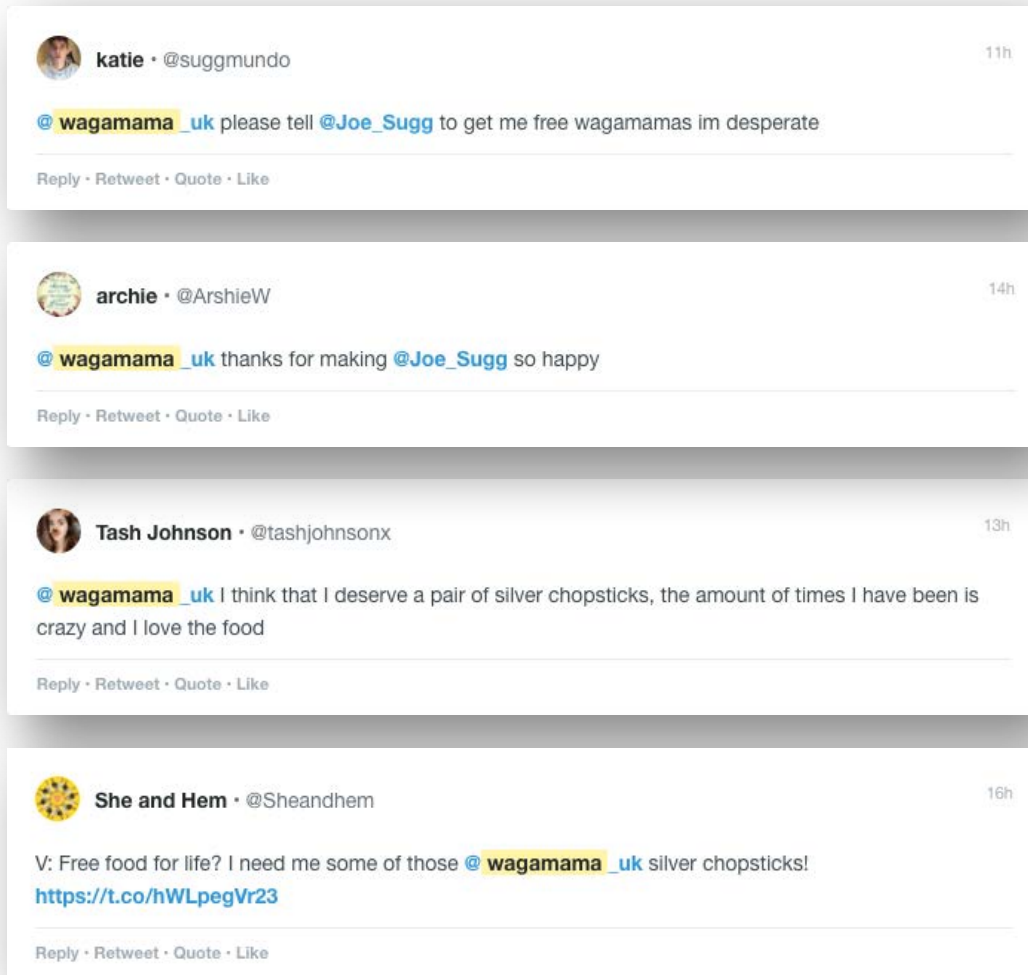




# WAGAMAMA

- **The troublesome brief:** Known for its fresh food, communal dining and friendly atmosphere, Wagamama is embarking on an aggressive expansion plan, across the UK
- With almost ten new sites in the pipeline for this year, the challenge is relevance. How does Wagamama still attract 18-25 year olds when, it is now effectively a chain and the competitor set has caught up?
- Practically, Talker Tailor needed to launch three immediate sites in London (Dean Street and Covent Garden) and Scotland





- Starting with Dean Street, Talker Tailor launched the Silver Chopstick; an influencer program focused on talent that appealed to 16-20 year olds in the UK, offering free Wagamama for a year
- We selected Joe Sugg, a 25 year old British Youtuber with over 12m followers, working with him without cost
- Talker Tailor hosted a private dinner for Joe and five guests including Casper Lee and Josh Pieters reaching over 30m people who vlogged live from the evening
- Following the event, the video heavily featuring Wagamama was **viewed 435,286 times**. Since the start of the campaign, twitter followers have increased by **2.5k followers**

