

BRANDON HIRAOKA



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Wann Izakaya

Client:
Wann Izakaya is a Japanese restaurant/bar located in the Belltown area of Seattle. Wann offers a casual drinking and dining experience while maintaining a high standard of service and stylish ambiance.

Solution:
By utilizing an ad campaign that focuses on the Japanese happy hour tapas that makes Wann Izakaya more than just a bar with drinks; Wann Izakaya positions itself as a unique option for people wanting to eat and drink great Japanese food at great prices. The concept for the ad campaign centers around descriptive Japanese words used to connect the reader to the idea that taste is a universal language. Direction for the photos were inspired by Wann's interior and its sensitivity to modern design. Advertising through local magazines, web banners, and public transit advertising, the campaign is designed to reach a broad scope of potential customers and get them familiar with Wann Izakaya and their great happy hour offerings.

Advertising Dimensions

- Print
1. Seattle Metropolitan Magazine - 4.8125" x 4.8125"
2. Seattle Magazine - 7.75" x 4.875"
3. Seattle Weekly - 7.33" x 10"

- Digital
4. King County Metro, interior bus ad - 11" x 34"
5. Citysearch.com, Animated Web Banner - 300 x 250 pixels

Campaign By:
Brandon Hiraoka and Christina Wilson
Photographs By:
Nick Frank - nickfrankphotography.com

