

# Transforming Havana1957: From Local Gem to National Brand

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A multi-market brand expansion through storytelling and digital excellence



# Overview

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Foodie partnered with Havana 1957 to transform a beloved Miami-based Cuban restaurant into a nationally recognized brand. The multi-market campaign modernized its identity while preserving its nostalgic, 1950s Cuban charm.





# → The Challenges

- Compete in Miami's highly saturated restaurant market
- Expand nationally without losing cultural identity
- Deliver a consistent brand experience across all locations






# The Strategy



## Brand Evolution

*“Un día en La Habana”* — Immersive storytelling through every customer touchpoint.



## Key Tactics:

### Visual Rebrand

Modern designs with vintage Cuban textures and bold colors

### Digital Growth

Redesigned website and social media strategy to drive traffic and engagement

### Integrated Media

Balanced print and digital marketing for cohesive experiences

### Strategic Expansion

Opened flagship locations in high-visibility markets like Las Vegas





# Creative Execution

Foodie's strategy combined nostalgic storytelling with modern marketing tools to create a truly immersive brand experience.



Story-driven menus and  
visuals evoking 1950s  
Havana



User-generated  
content and  
interactive digital  
campaigns



Vintage-inspired  
in-store materials  
for brand  
consistency



Website overhaul to  
streamline ordering  
and reservations





# The Results



## » Why It Worked?

### Industry Impact & Excellence

Foodie raised the bar for restaurant marketing by seamlessly blending offline and online strategies.

### Nostalgic Storytelling

met Modern Marketing.

**Consistent, elevated customer experience** across all channels

### Scalable strategy

with cultural authenticity at the core.





# → Conclusion

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Foodie's approach helped Havana 1957 grow from a regional success to a national brand. With storytelling at its heart and performance-led strategies across channels, the campaign redefined what restaurant branding can achieve.







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