

Transforming Havana1957: From Local Gem to National Brand

A multi-market brand expansion through storytelling and digital excellence



Overview

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

Business
Growth

+95%
website traffic

75%

Surge in unique
impressions and
100% increase in
followers.

4.5 stars
average rating
from over 43k
reviews

**Brand
Loyalty**
Increased
customer
retention

+45%

Increase in
Reservations

» 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

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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