

A photograph of three people in a restaurant setting. On the left, an older man with glasses and a dark suit is looking towards the center. In the middle, a woman with dark hair, wearing a black top, is smiling. On the right, a man in a dark suit is looking towards the woman. They appear to be in a conversation. The background shows a restaurant interior with a white wall and a decorative element.

SPOTLIGHT ON

Studio Melrose & Kung Fu Mama A Recipe for Success

OBJECTIVES

When a top-tier marketing agency specialising in brand stories collaborates with an emerging noodle brand, the result is nothing short of spectacular. The strategic partnership between Hammersmith-based Studio Melrose and Kung Fu Mama Noodles led to a successful brand launch, attracting significant interest from renowned business leaders and food brand owners. This case study explores the background, execution, and outstanding outcomes of this fruitful alliance.

Eva from Studio Melrose was introduced to Chris from Kung Fu Mama Noodles by Sam Liu, a mutual acquaintance, at a Networking.London event. The connection was instant; Eva was looking for an exciting project that would highlight Studio Melrose's capabilities, while Chris needed a compelling marketing strategy for his brand's launch.

THE PROJECT

Studio Melrose was tasked with devising a comprehensive marketing strategy that incorporated:

- 1. Market Research:** In-depth study of the target market to identify customer needs, preferences, and behaviours.
- 2. Brand Identity:** Refinement of Kung Fu Mama's existing visual assets, slogans, and key messages to more closely align them with their target audience.
- 3. Launch Event:** A high-profile product launch held at an exclusive West London private members' club.

THE LAUNCH EVENT

Who Attended

- High-profile business leaders
- Owners of well-known food brands
- Local and national media outlets
- Influencers within the food and beverage industry

Outcomes

- Increased visibility: The launch received extensive media coverage, featuring in key industry publications and social media platforms.
- Investment and partnerships: The high calibre of attendees led to discussions about potential partnerships and investment opportunities for Kung Fu Mama Noodles.
- Brand recognition: Post-event surveys indicated a significant uptick in brand recognition, accompanied by a positive association with quality and luxury.
- Sales growth: Kung Fu Mama is now stocked at Selfridges and Whole Foods (Amazon)



Eva and Bob from Studio Melrose covering the event

ABOUT STUDIO MELROSE

Situated in Hammersmith, Studio Melrose is a reputed marketing agency renowned for its creative flair and emphasis on storytelling. Headed by Eva, a marketing guru with years of experience, and Bob, a strategy expert, the agency has significantly contributed to the success of numerous brands across various sectors.

ABOUT KUNG FU MAMA

Also based in Hammersmith, Kung Fu Mama Noodles is a food brand specialising in authentic, quick-to-prepare noodles. Founded by Chris, an entrepreneur with a passion for food, the brand aims to revolutionise the perception of fast-food noodles by offering unique, health-conscious options.

SUMMARY

The collaboration between Studio Melrose and Kung Fu Mama Noodles serves as a testament to the power of networking and strategic partnerships.

Both parties not only met but exceeded their individual objectives, creating a win-win situation and setting a new benchmark for what can be achieved through collaborative efforts.



"I cannot emphasise enough how invaluable Eva and Bob from Studio Melrose were to the success of our campaign. Their meticulous planning, creative genius, and strategic insights turned our launch into a grand spectacle.

They didn't just meet our expectations; they far exceeded them. Truly an A-team!"

Chris Hsu

Founder, Kung Fu Mama