

NOBU

HOSPITALITY



AGENDA

- Company Overview
- Critical Analysis
- Brand Hierarchy
- Brand Equity Analysis
- Recommendations



A modern, dimly lit interior space, likely a lounge or office area. The room features extensive wood paneling on the walls and ceiling, with a grid-like pattern on the ceiling. The lighting is warm and ambient, highlighting the textures of the wood. In the foreground, there is a curved sofa and several armchairs arranged around a low table. The overall atmosphere is sophisticated and contemporary.

COMPANY OVERVIEW

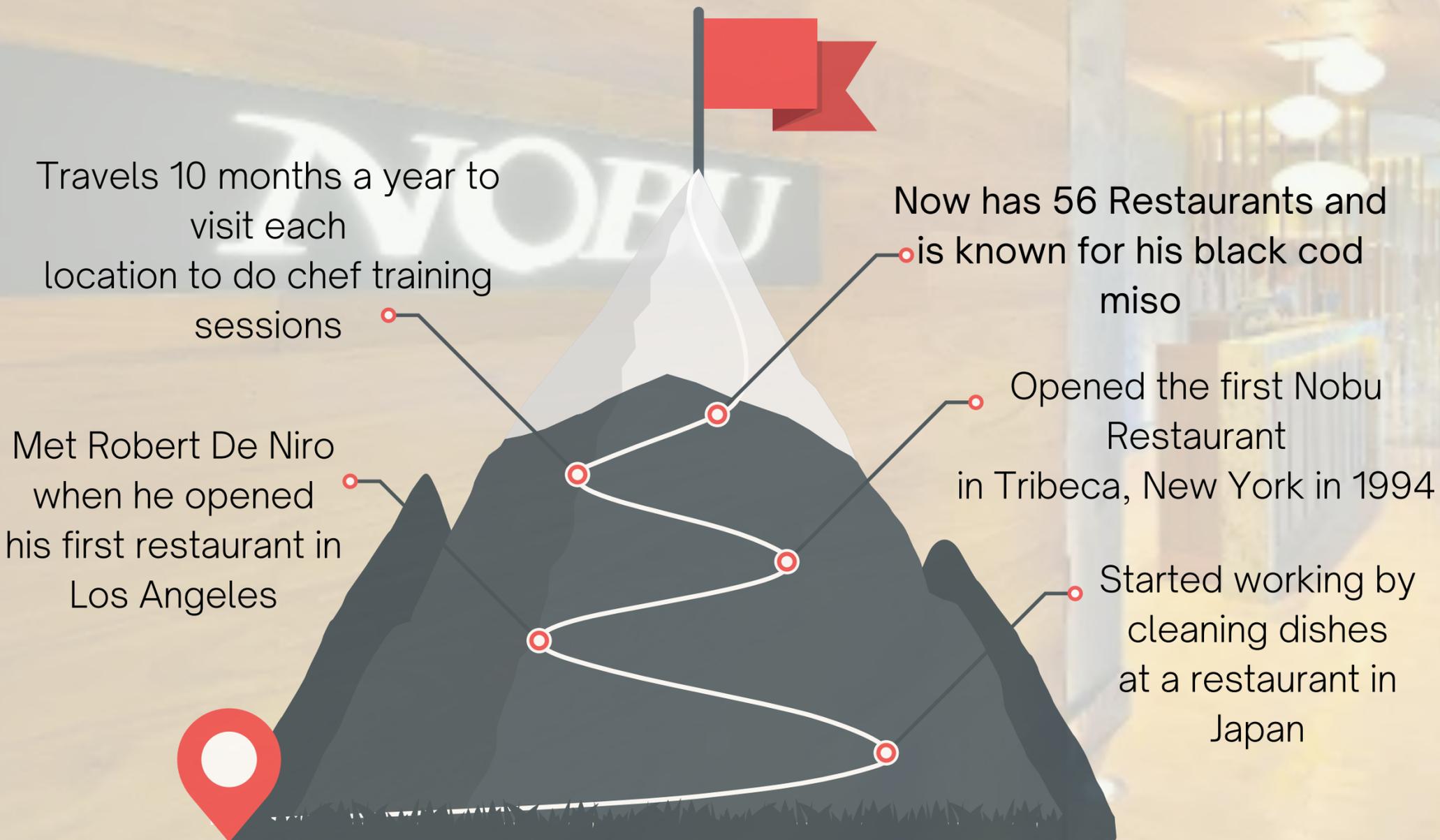
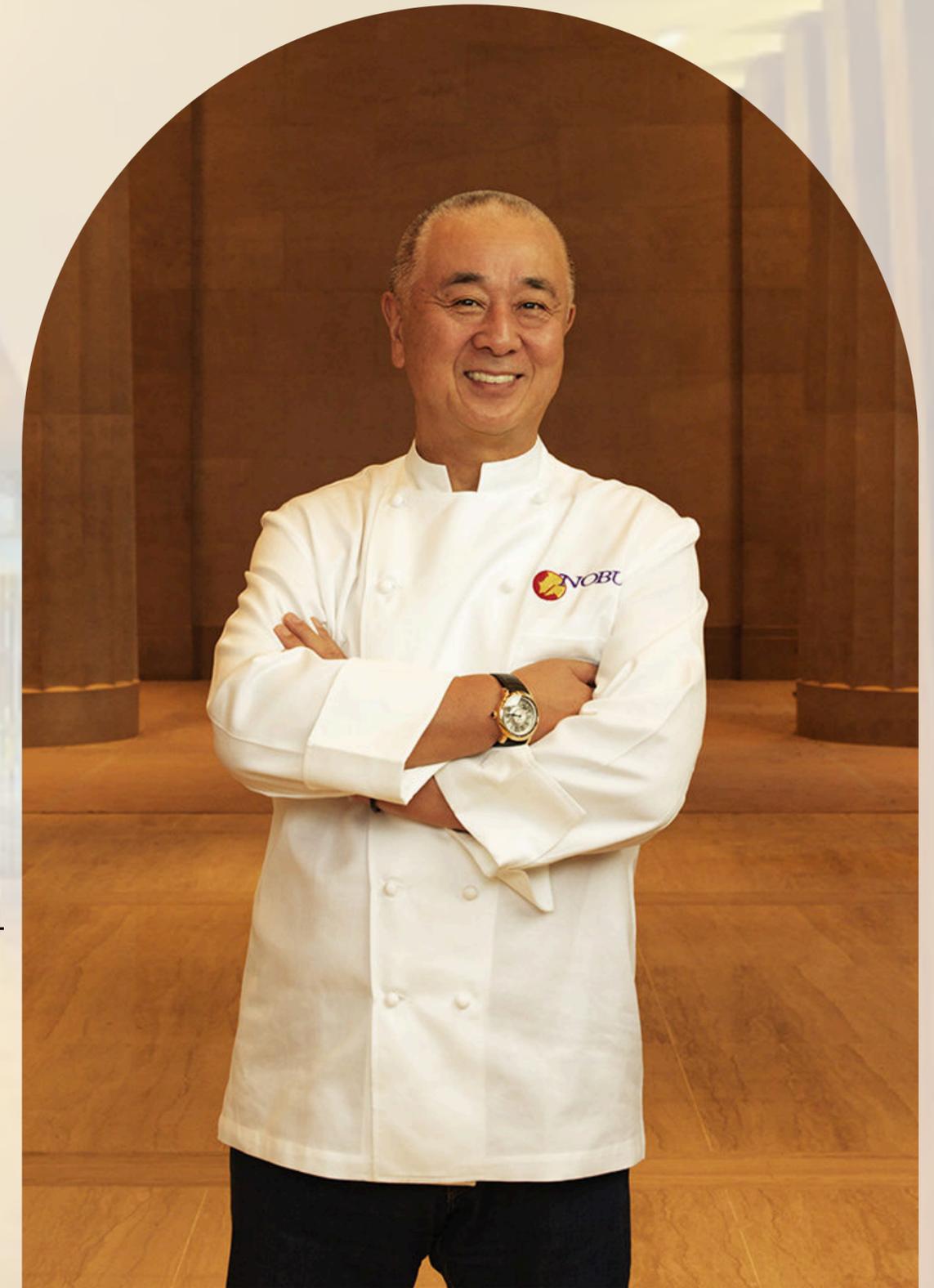
BACKGROUND

- 1994** ● Founded by Nobuyuki Matsuhisa (Chef Nobu), Robert De Niro, and Meir Teper
- First NOBU restaurant – TriBeCa, New York
- 2013** ● First Hotel Launched – Las Vegas, Nevada
- 2017** ● Nobu Residencies Launched – Toronto

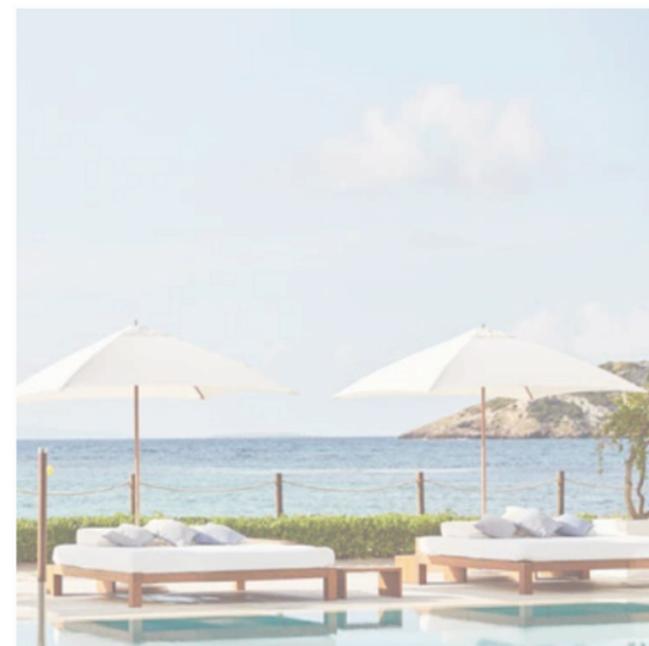
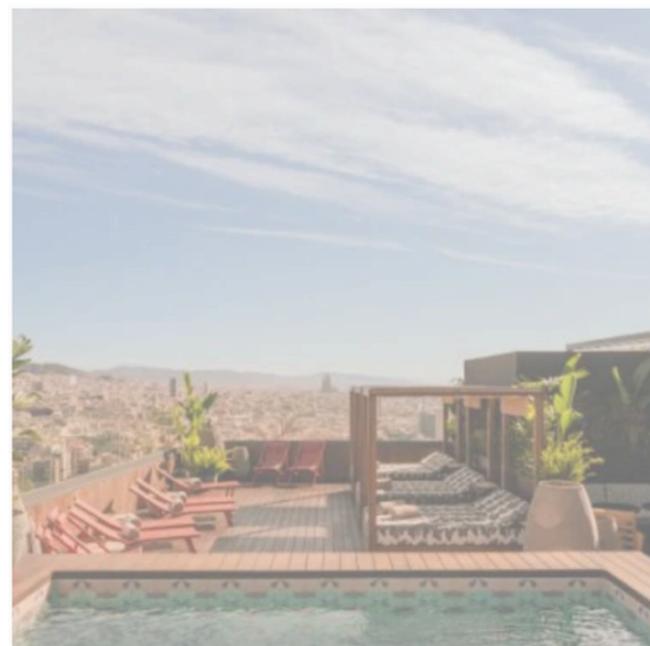
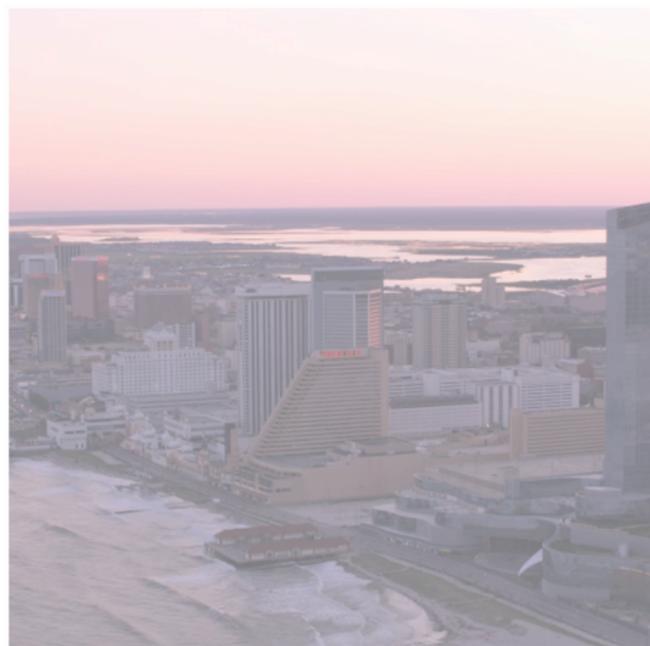
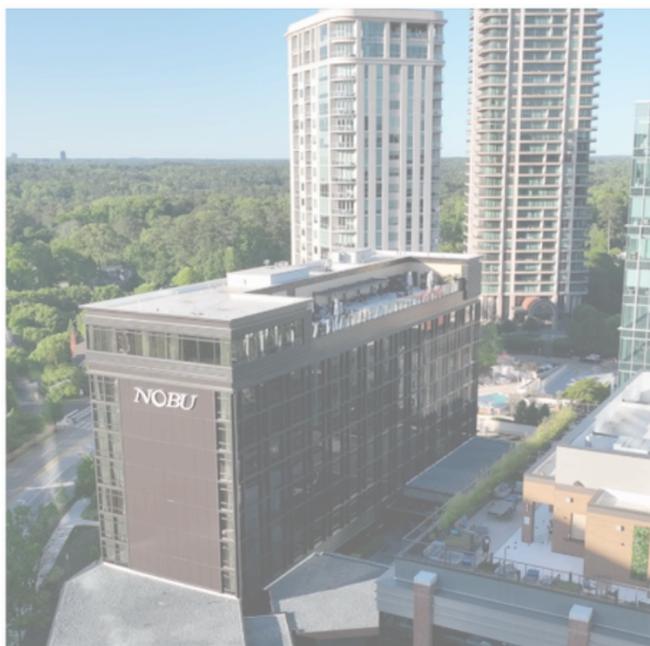
“Every hotel is a curated experience, with stunning spaces, and every property is different.” – NOBU Founders

MEET THE CHEF

NOBUYKI “NOBU” MATSUHISA



Born March 10, 1949 in Saitama, Japan



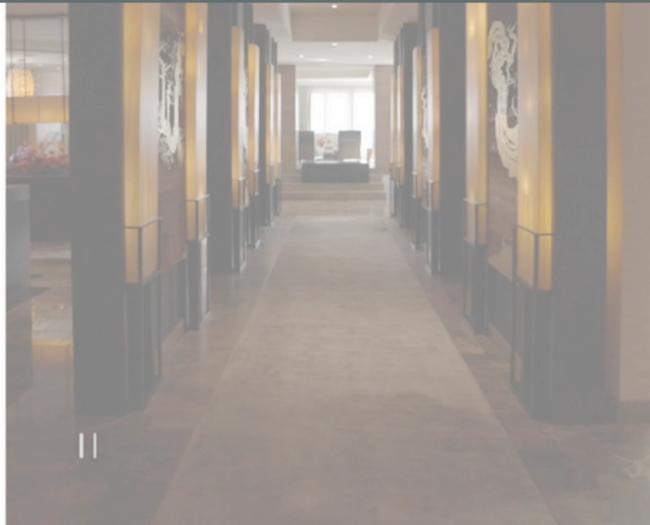
56

Restaurants

36

Hotels

SPECIALTY
PRODUCTS



UNITED STATES

Las Vegas

UNITED STATES

Chicago

UNITED KINGDOM

London Portman Square

UNITED KINGDOM

London Shoreditch

CRITICAL ANALYSIS



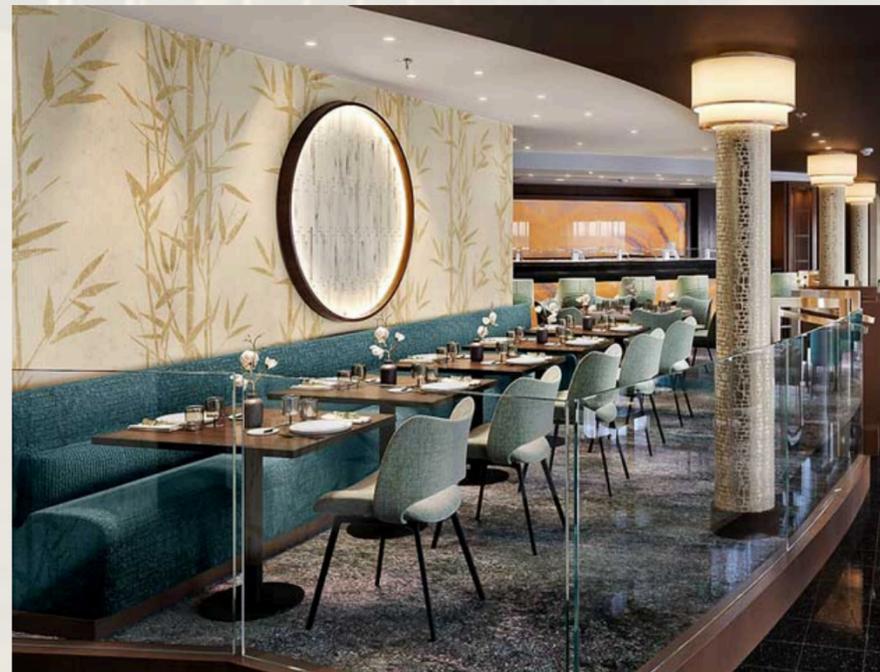
ANALYSIS OF BRAND ELEMENTS

Logo

NOBU

- Name
- Typography
- Brand colors

Visual Identity



- Imagery
- Design style

Messaging



- Tone of voice
- Positioning
- Slogan

NOBU MARKETING STRATEGY

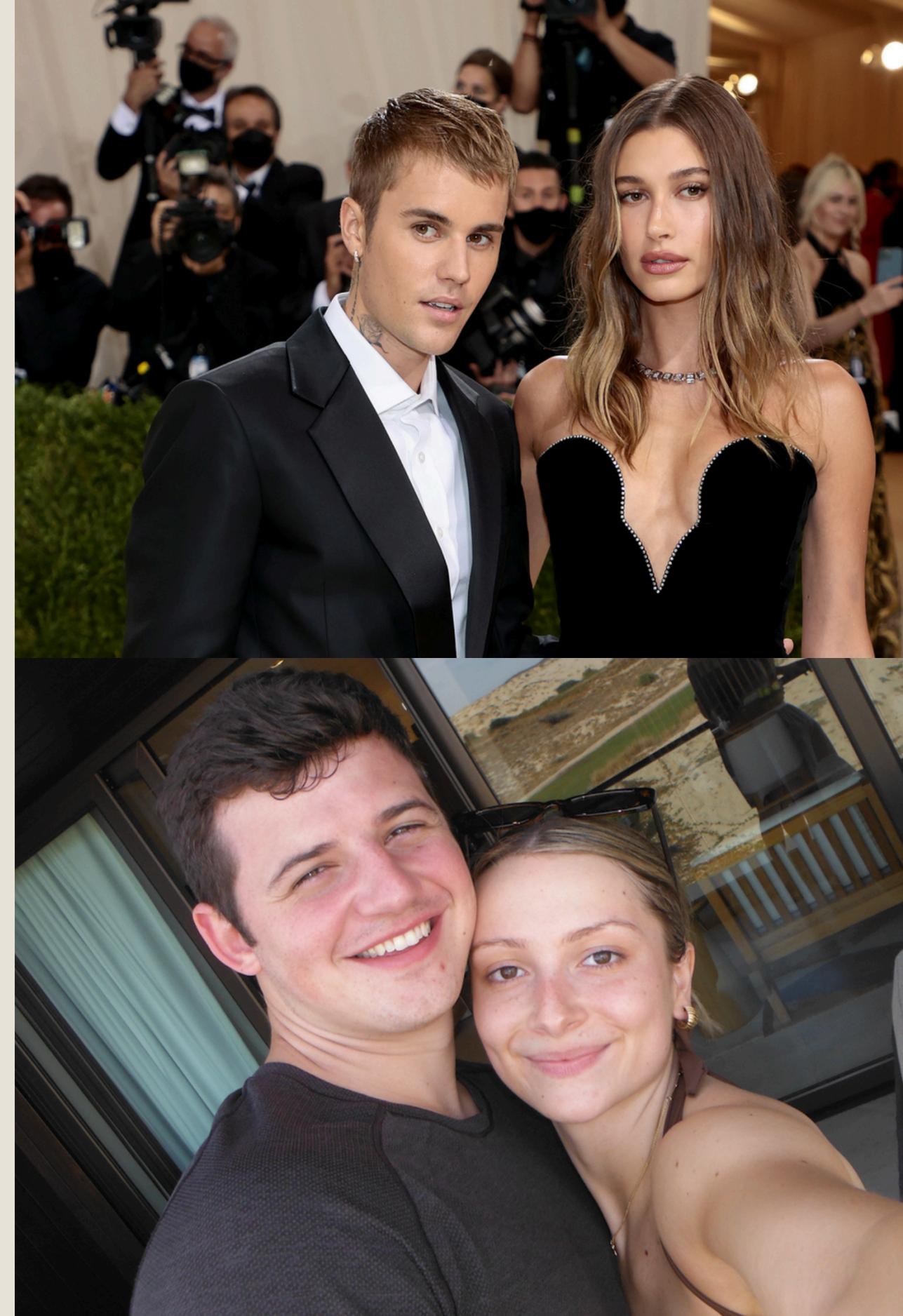
- Luxurious Experience
- Niche Market
- Brand Loyalty
- Localization
- Quality
- Authenticity

A photograph of a NOBU restaurant building at night. The building is dark, and the word "NOBU" is illuminated in large, white, serif letters on the roof. The background shows a dark sky and some trees in the foreground.

NOBU

BUYER PERSONA

- Upper-Class
- Trendy
- ‘Carpe Diem’ Lifestyle
- 20 - 38 years old
- Loyalists
- Enjoy luxury dining and experiences



An aerial photograph of a swimming pool area. The pool is filled with clear, turquoise water. Surrounding the pool are several lounge chairs with blue cushions and dark frames, arranged on a light-colored stone or concrete deck. A person is visible sitting on one of the chairs. The pool has a curved edge and a small waterfall or fountain feature. The overall scene is bright and sunny, with shadows cast on the deck.

BRAND HIERARCHY

NOBU BRAND HIERARCHY

NOBU
HOSPITALITY

Nobu Restaurants

Nobu Hotels

Nobu Residencies

Specialty Products

BRAND EQUITY ANALYSIS

A rooftop lounge area featuring a swimming pool in the foreground, wooden decking, lounge chairs, and a view of a city at dusk. The text "BRAND EQUITY ANALYSIS" is overlaid in the center.

ATTRIBUTES

PRODUCT

- State of the art hotel rooms
- Beautiful views
- Top-notch amenities
- Fresh, high-class restaurant
- Excellent service

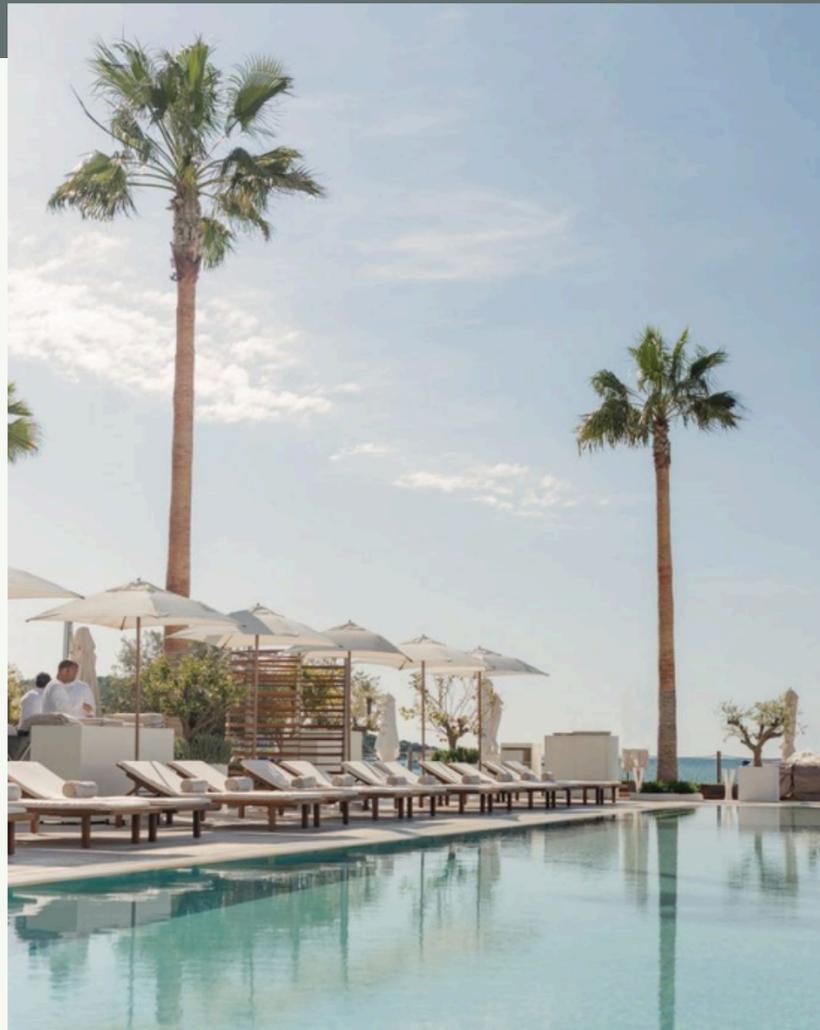


PLACE

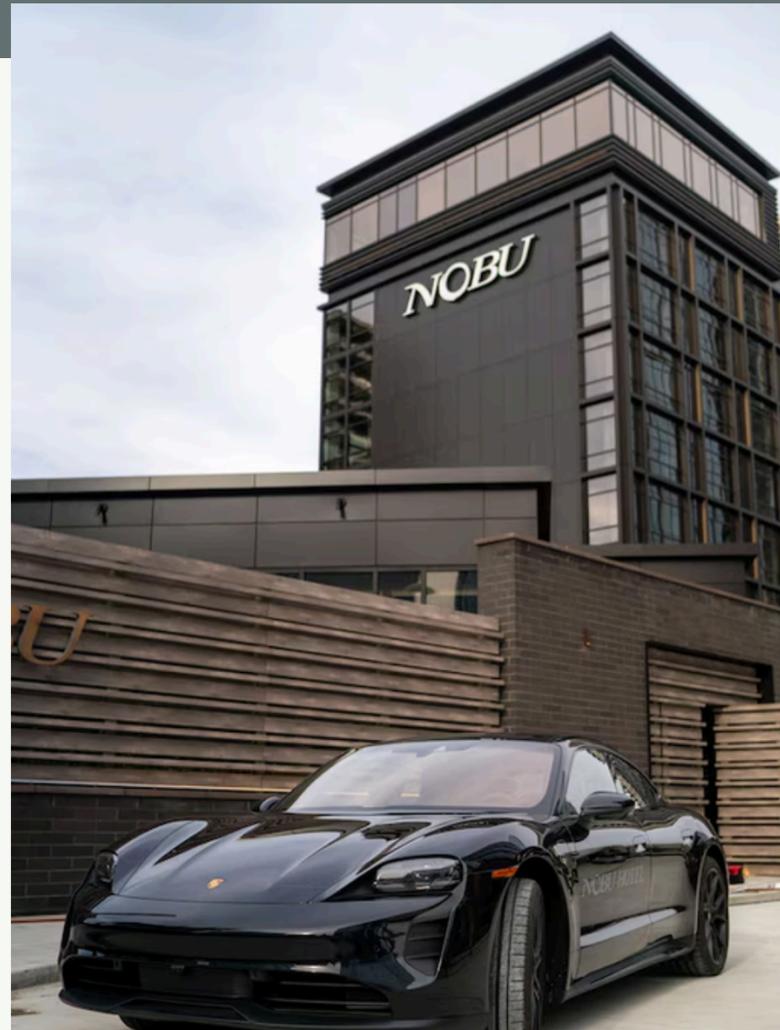
- Convenient locations
- Popular destinations
- Luxury cities
- Trusted brand

BRAND STATUS

LUXURY

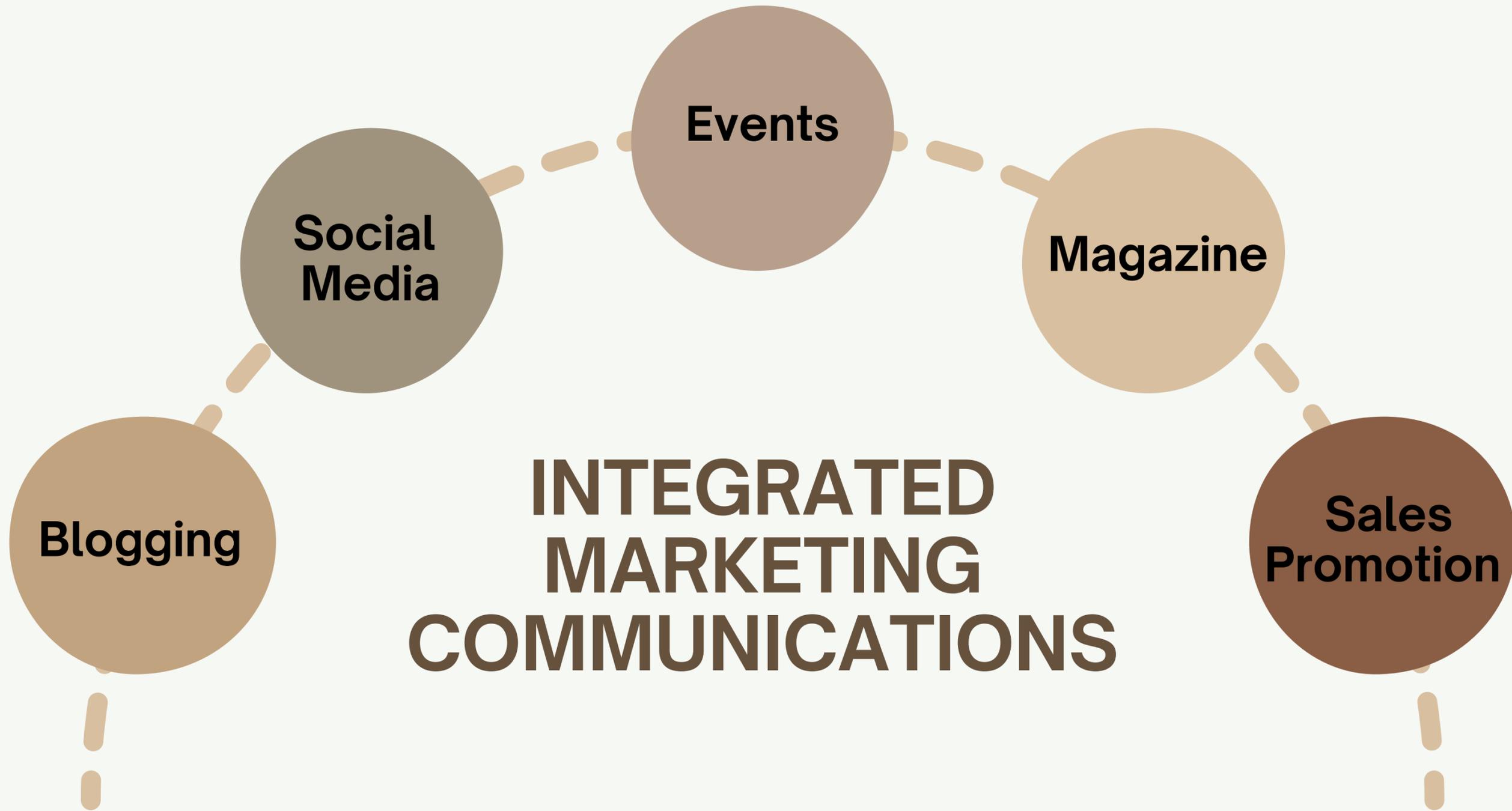


WEALTH



CULTURE





Blogging

**Social
Media**

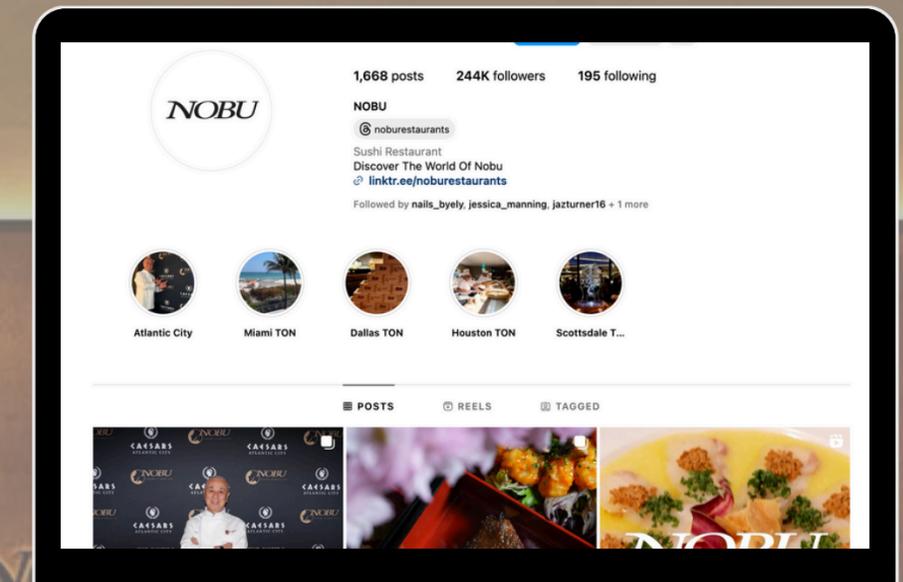
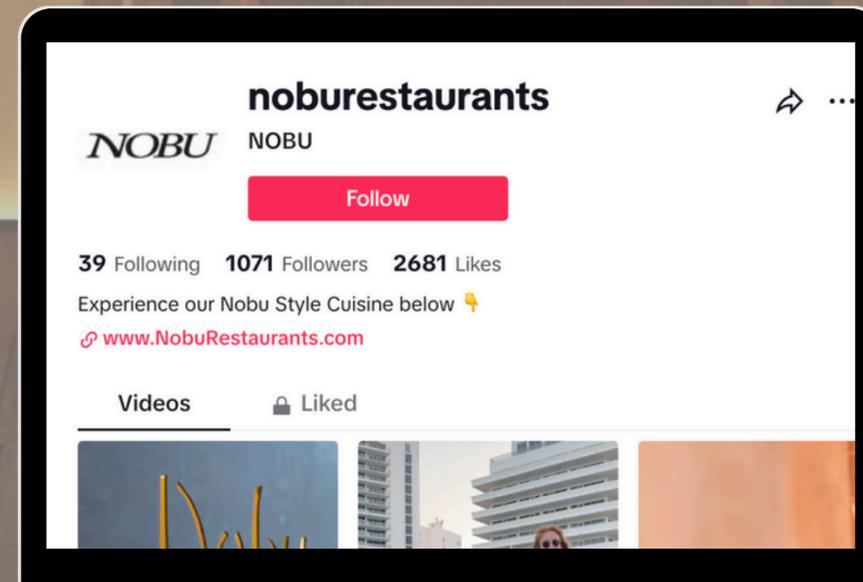
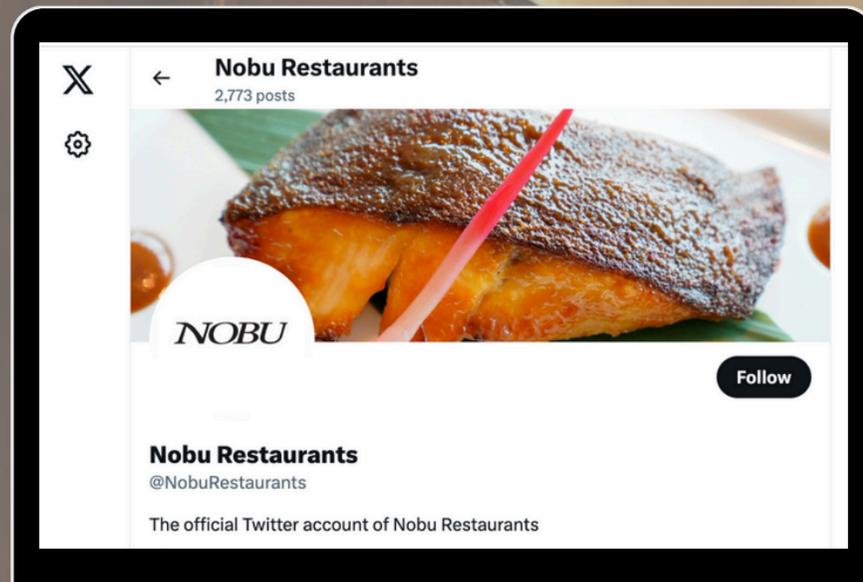
Events

Magazine

**Sales
Promotion**

**INTEGRATED
MARKETING
COMMUNICATIONS**

DIGITAL PRESENCE



- Pictures and videos of their high-quality food
- Visually appealing
- Could have more interactive posts for consumers to comment

- Videos of events and experiences at Nobu
- Low Following: 1K followers
- Up close videos to capture essence of the food
- Uses hashtags to try and get more exposure

- High Following: 244K followers
- Aesthetically pleasing
- Learn more about each location and the experiences they offer
- Posts frequently
- Lacks interaction with consumers through comments



DIGITAL PRESENCE + ACTIVITIES

NOBU APP



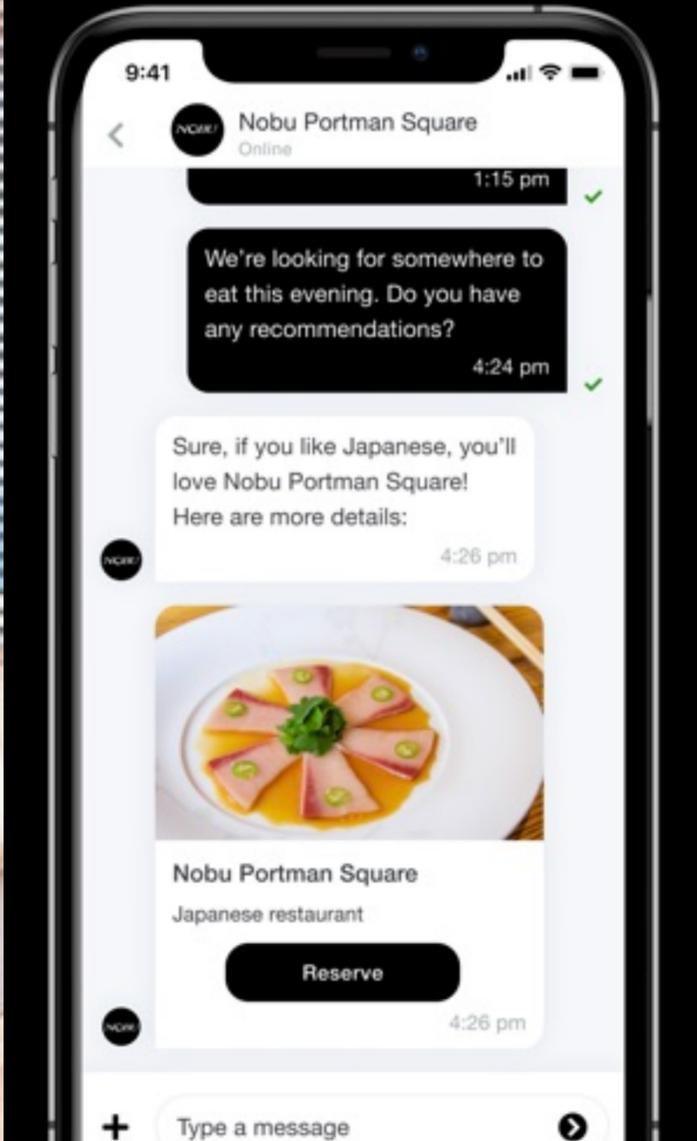
Book

Easily search for and book our hotels, restaurants & more



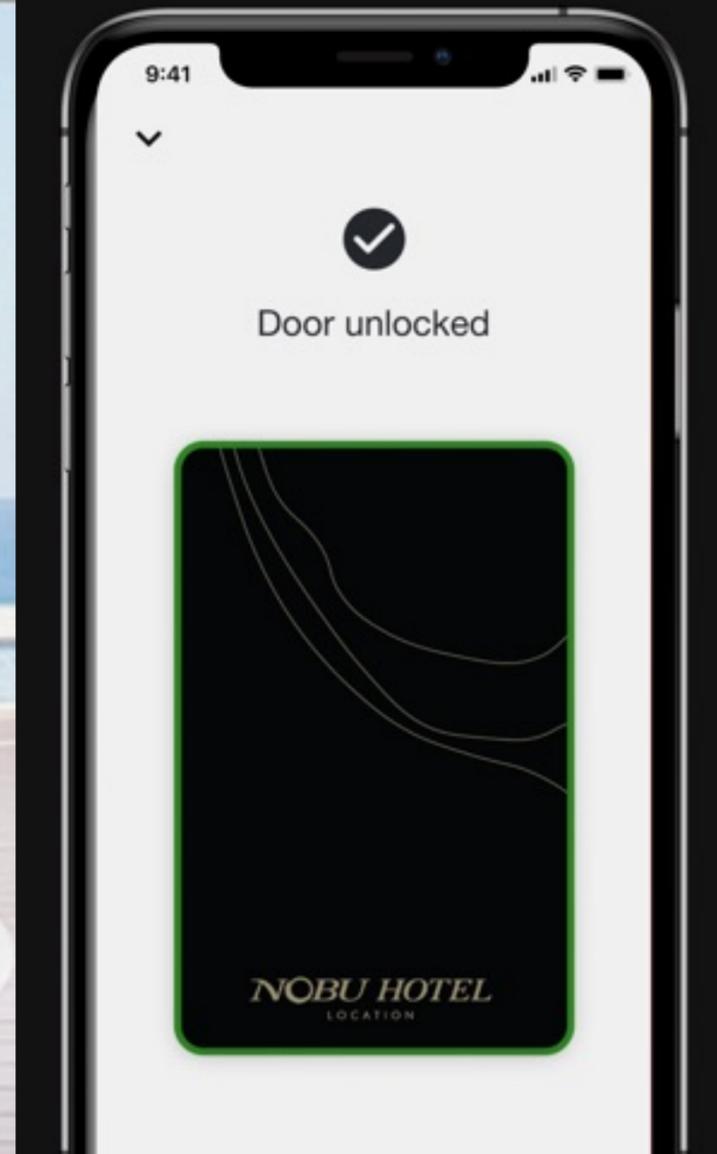
Chat

Speak to our concierge or ask us a question about your booking



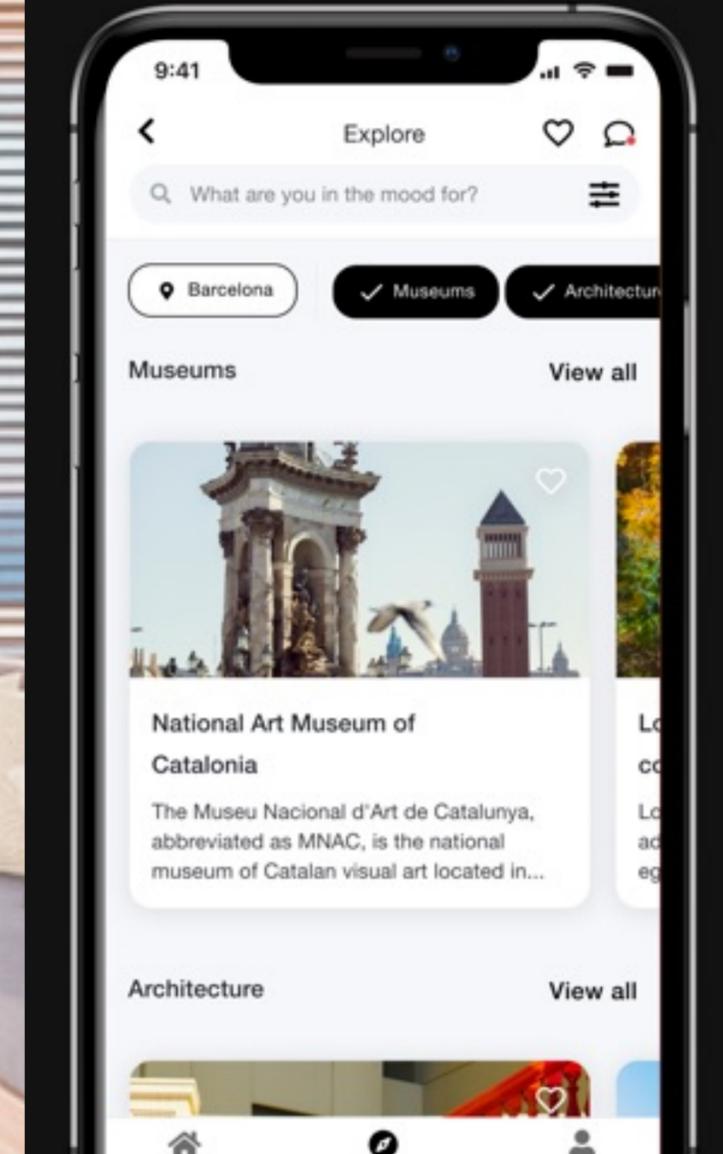
Digital Key

"Bye-bye" plastic room key and "hello" slick digital key



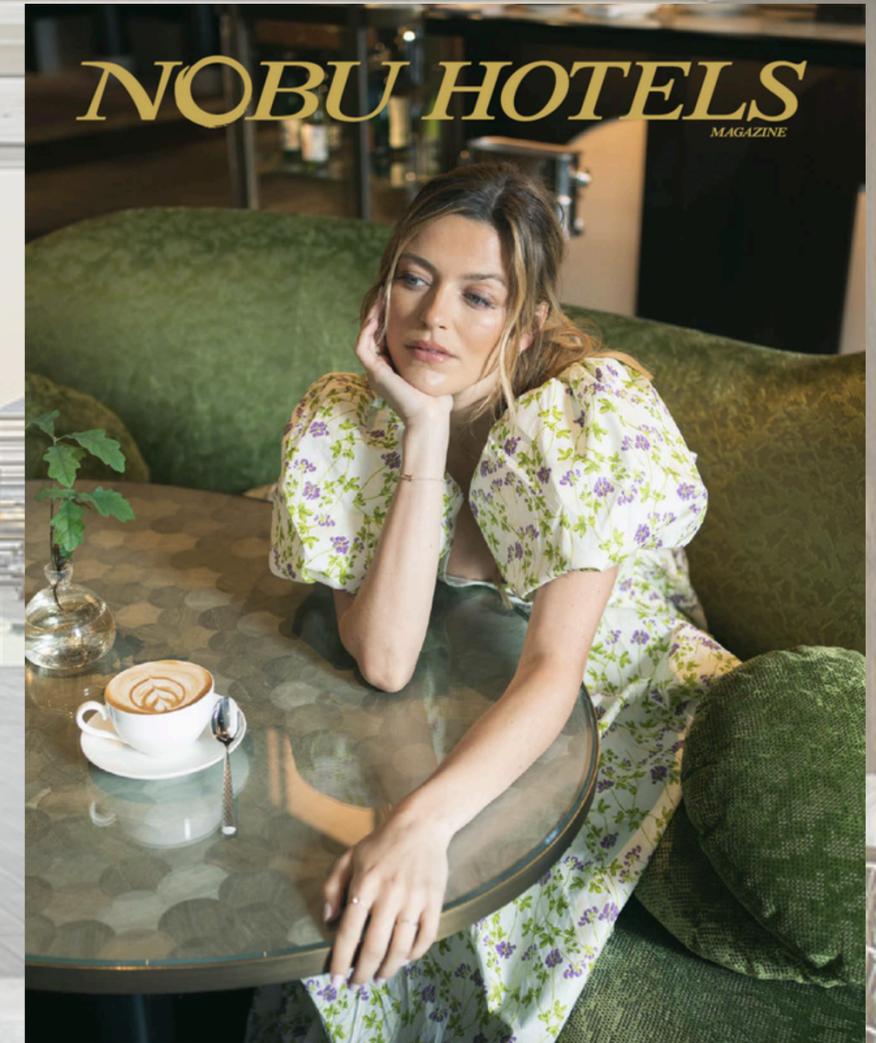
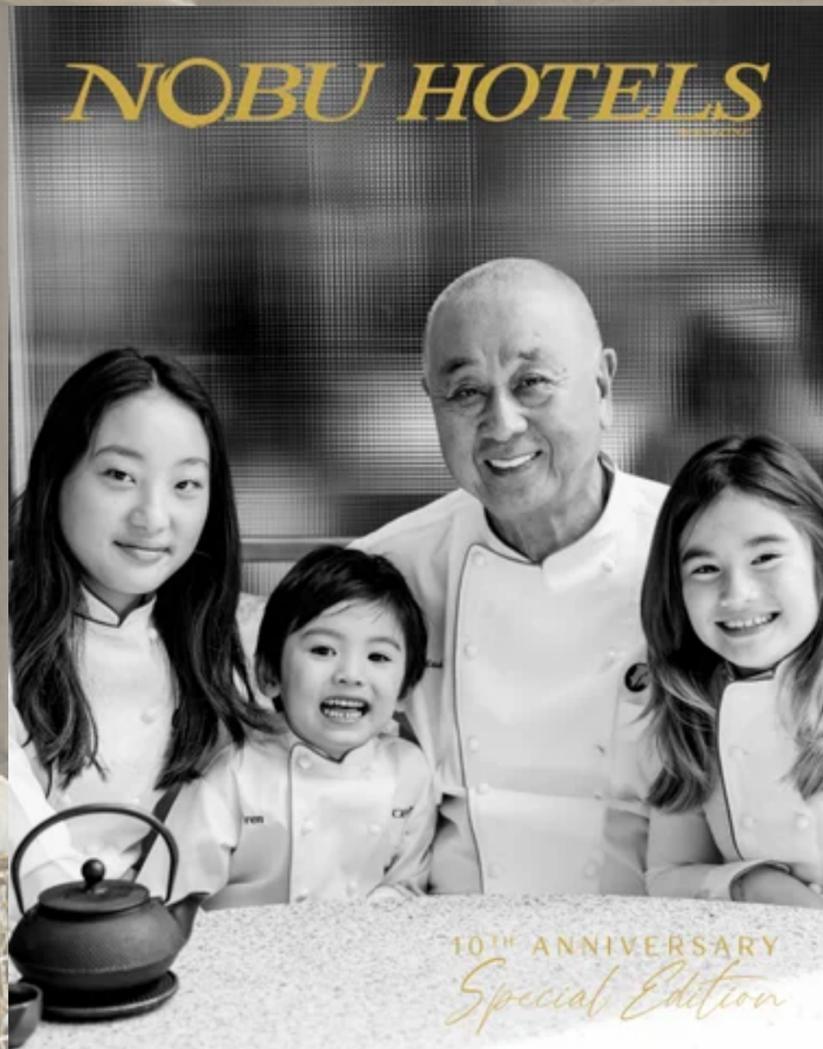
Explore

Hand picked recommendations near you



DIGITAL PRESENCE + ACTIVITIES

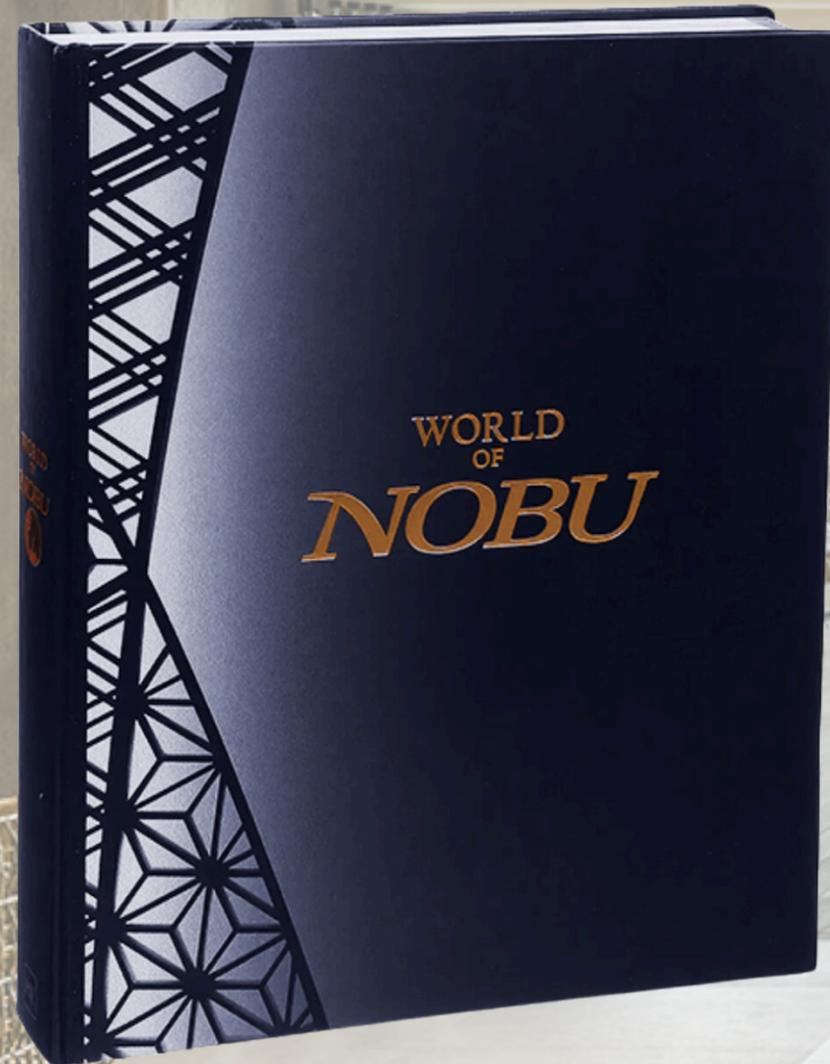
NOBU MAGAZINE



“Nobu Magazine: for luxury insights and sophistication of Nobu Hospitality”

DIGITAL PRESENCE + ACTIVITIES

WORLD OF NOBU BOOK



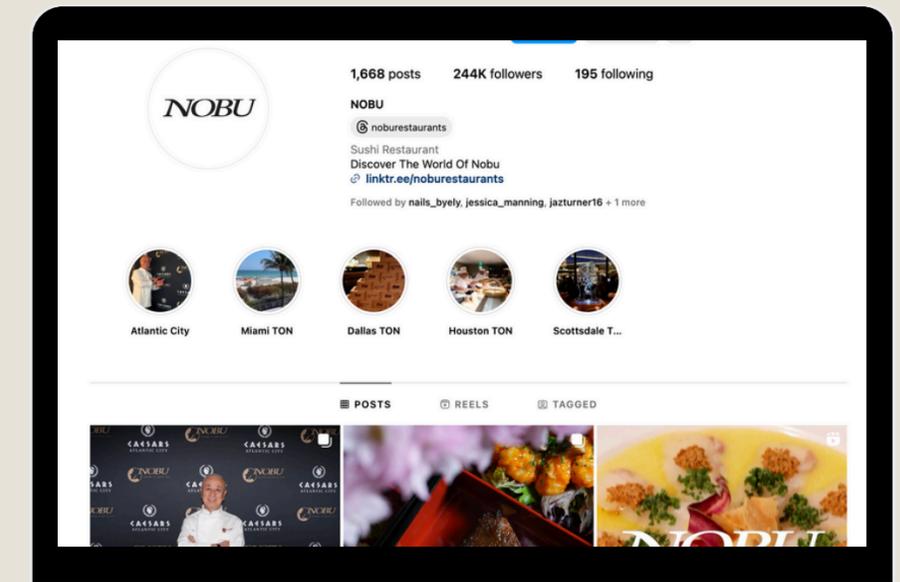
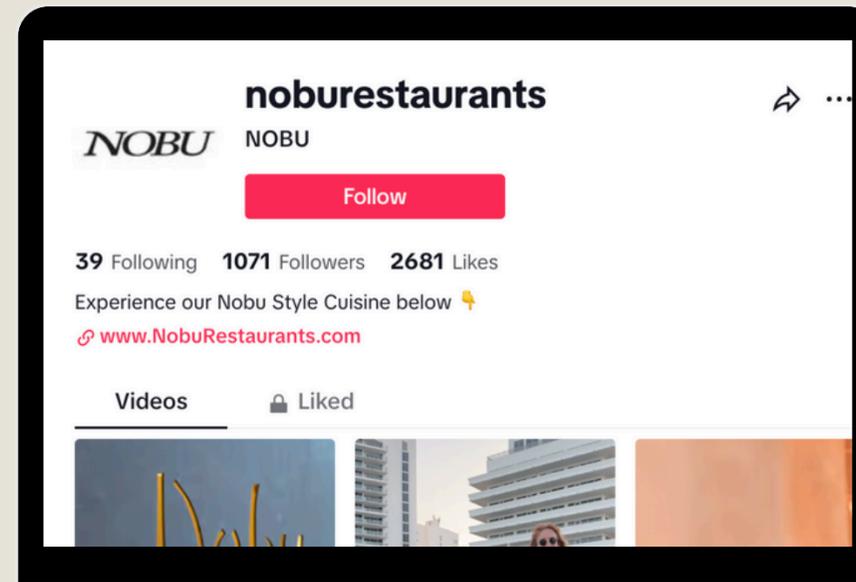
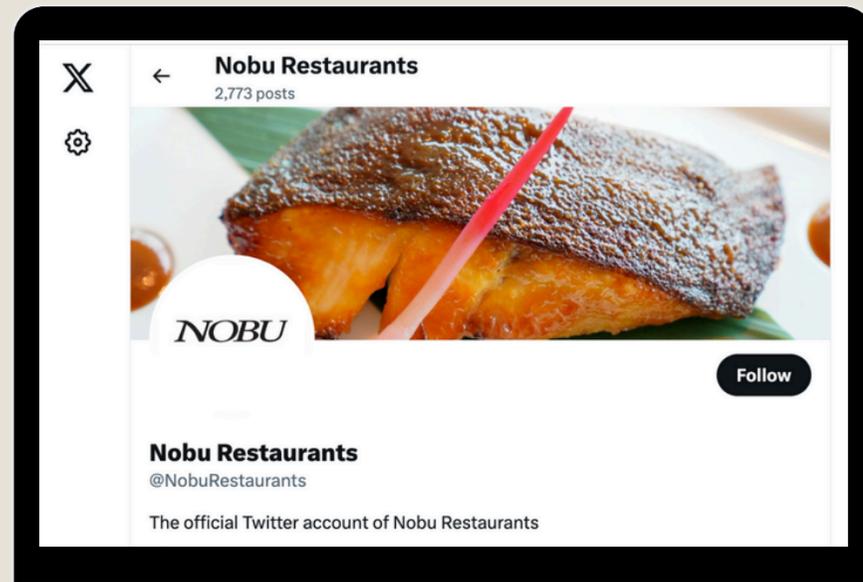
WORLD OF NOBU

“This book is a celebration of Nobu’s long personal journey to becoming a global sensation and an introduction to the world of the next generation of Nobu chefs”



RECOMMENDATIONS

IMC



- More interaction with customers
- Ask customers what they are looking for in Nobu

- Leverage high end influencer content and celebrity content
- More content of people at Nobu

- Continue to post sleek photos
- Post more “dual” posts with all Nobu accounts
- Leverage celebrity interactions



RECOMMENDATION 1

New Partnership and Changes in Positioning

Leverage events with specific Nobu hotel locations

- Nobu Palm Springs X Coachella Oasis
- Nobu Miami X Art Basel Gallary
- Exclusive Happy Hour with high-end influencers and celebrities
- Host popular celebrities such as Hailey Bieber and Sophia Richie





NOBU

Art Basel



RECOMMENDATION 2

New Product Extension

Sell Nobu Branded Robes

- emphasizes the luxury of the Nobu brand
- logo branding
- creates awareness for Nobu hotels and spas
- only people that have stayed at Nobu hotel or spa can purchase



RECOMMENDATION 3

Loyalty Program

Speciality Dining Experiences

- Holidays
- Available to frequent diners at Nobu
- Aspirational to customers wanting to be on the list of experiential dinners



RECOMMENDATION 4

Revision of Existing Products

Master Class with Chef at Nobu

- Exclusive experience
- Limited space
- Available to the top % of Nobu customers based on dollars spent at Nobu restaurants, hotels and properties
- Connects consumers with the brand
- Rewards customer loyalists





Masterclass w/ Chef Nobu



RECOMMENDATION 5

Activation of Existing Products

Private Alcohol Tasting Events

- Tasting event for Nobu Tequila Rare Reserve
- Exclusive invites to launch events, varies by each restaurant location
- Invites are reserved for Nobu loyalist
- Exclusive access to tequila purchases prior to launch

THANK YOU

NOBU

A photograph of the NOBU restaurant building at night. The building is dark with the word "NOBU" illuminated in white on its facade. In the foreground, there is a rooftop terrace with outdoor seating, including tables and chairs, and a large, illuminated tree. The background shows a city skyline under a dark blue sky.