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BROWN BAG AND UNISON ANNOUNCE REBRANDING INITIATIVE

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Brown Bag, a Washington, DC fast-casual gourmet restaurant, selected Unison Agency, a leading brand and digital agency based in the Georgetown neighborhood of Washington, DC, to lead its rebranding efforts this past fall. Brown Bag offers a variety of healthy "grab and go" soups, salads, sandwiches and noodles. Currently preparing for a national expansion, the Brown Bag team wanted to develop a modern brand identity while also updating its digital presence.

Unison devised a hand-drawn logo that implies the brand's personal touch and is paired with the matter-of-fact tagline, "Honest Food," that reinforces Brown Bag's healthy, no-nonsense approach. The color palette is drawn from earthy brown, green and burgundy to evoke the brand's straight-from-nature selections. Unison also updated Brown Bag's environmental designs, menu systems and packaging, all of which will be installed at each location in the beginning of 2012.

Early next year, Unison will launch Brown Bag's refreshed website, extending the brand messaging online. Following the website launch, Unison will implement a custom online ordering suite allowing customers to view each item's ingredients and nutrition information while still having the ability to create custom orders. The online ordering suite will be used across web, mobile and in-store kiosks allowing customers to order their cuisine on the fly. Additionally, Brown Bag's social media will be accessible from each digital touch point allowing customers to receive daily updates on specials, new menu items and restaurant information, creating an open dialogue between the restaurant and their patrons.

"After nine years and five locations it was time for Brown Bag to evaluate its existing brand and return to its roots," said Shannon Flynn, Project Manager at Unison. "Unison has devised a compelling brand that speaks with depth and clarity to the natural products Brown Bag offers. Their brand identity and updated digital presence now reflects the healthy, on-the-go lifestyle of Brown Bag's customers while simultaneously preparing them to step into the national spotlight."

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ABOUT BROWN BAG

Brown Bag opened in Bethesda, Maryland in 2002 and became an overnight success, offering fresh, healthy ingredients in a fast, casual environment. As the newest in “fast-casual” concepts, Brown Bag is designed around the “Build your Own” menu. Whether a customer is looking for an omelet, salad, sandwich or noodle bowl, they can get exactly what they want to eat by designing their meal to their specifications at each and every visit. Brown Bag is currently preparing to expand in the Mid-Atlantic region.

ABOUT UNISON

Unison is a full-service brand and digital agency that develops integrated solutions by combining strategic, creative and technological capabilities to advance our clients’ brands across all touch points. The agency fosters enduring customer devotion by creating digital brand experiences that bridge the gap between offline and online interactions.

Unison strives to create rich, engaging and truly emotional experiences in the digital realm. By combining high-impact media and seamless usability with the latest technology in e-commerce, social networking and digital mobility, Unison designs online brands that are multifunctional, multi-sensory and multi-platform.

Unison has experience building powerful brands across a wide range of industries, including financial services, government, food service, retail, manufacturing, real estate, pharmaceutical, fashion, entertainment/media, consumer packaged goods and beauty products.

Over the span of a nearly a decade, Unison has worked with clients in twenty-seven countries around the world, demonstrating its belief that artfully designed brands are universally engaging and transcend cultural and linguistic boundaries.

For further information, please send us an email at info@unisonagency.com or call 202.337.7887.