

CASE STUDY

THE DINING DISTRICT CASE STUDY: A RECIPE FOR SUCCESS



The Dining District at The Bellevue Collection

For over 16 years, The Voyager Group has partnered with The Bellevue Collection's developer, owner, and operator, Kemper Development Company to market and brand the property.

The Bellevue Collection is a world-renowned mixed-use property in one of the country's most sophisticated, fastest-growing markets. Located in the heart of Bellevue, Washington, the 5.5 million square foot real estate portfolio fuses shopping, entertainment, work, and leisure into one luxury destination.

Sprinkled among the 200 shops and three hotels are 50+ local-to-global restaurants and 30+ cafés and quick bite concepts collectively known as The Dining District.

New Reality, New Questions

After the pandemic and the work-from-home trend changed how people shopped and dined, The Bellevue Collection needed a unique way to promote overall growth and awareness of its vast dining options.

When the country started returning to normal coming out of Covid, the team asked: What does a dining destination mean now, and what will it take to engage the community? How do we further establish our collection of restaurants into a definable destination?

The team also had the challenge of figuring out how to put a face on something abstract and create a sense of unity among so many restaurants. The campaign needed a strong visual branding program and a memorable group name to define The Bellevue Collection's dominance in the dining destination category over other shopping centers or city centers in the region.

into celebrities. We took photos of them and told their stories through personal quotes. They became the stars of our campaign."

The Creative Ingredients

According to The Voyager Group Creative Director Russell Noe, the inspiration for the graphics for The Dining District came from several places.

"When creating the initial mood boards, I drew inspiration from the look and feel of the Theater District in New York and the street food experiences in Asia," said Russ. "I thought about the street signs, the lights, the signage in these locations – the urban feel and beautiful messiness of it all."

"One of the anchor visual throughlines in each graphic are the iconic street signs that help convey the 'district' vibe as well as identify The Bellevue Collection's Dining District by name," he said.

"I also got inspired by the handwritten black-and-white chalk-style menu boards you see in many

98 feet long by 12 feet tall mural and other large format walls strategically placed on breezeways and lounge areas throughout the properties. The murals highlight colorful food and drinks, give guests a wayfinding moment and tell the stories of the chefs behind the scenes.

"Every aspect of the campaign is unique and different," said Jennifer. "We've been promoting local-to-global restaurants for years, but this one-of-a-kind campaign brings that narrative to life."

Across the Board Success

Despite the after-effects of Covid and the work-from-home trend, The Dining District campaign has been a tremendous success.

Phase one of the campaign (July through December 2022) saw the dining category increase by 21 percent compared to the same period in 2021. The growth continues in 2023. Even more impressive, several top-performing restaurants featured in the campaign saw 32 percent and above in increased sales.

Not Your Typical Mall Food

The Dining District at The Bellevue Collection spans across a three-property campus. Unlike typical mall dining options, the diverse restaurants in The Dining District feature on-site chefs creating mouthwatering menus.

"These chef-driven restaurants bring local and international cuisines together in one walkable area," said Jennifer Leavitt, VP of Marketing for The Bellevue Collection. "Our main goal for the campaign is to bring awareness to the rich international level of talent offered by our chefs not commonly found in the traditional shopping and dining experience."

Turning Chefs into Celebrities

"We've been an extension of The Bellevue Collection's marketing team for years," said The Voyager Group President Vanessa Rose. "When it came time to highlight The Dining District, we knew we wanted to create an ownable look that distinguished the overall brand and embraced the variety of the local-to-global dining options," said Vanessa. "With that in mind, we decided to turn the chefs

restaurants and by the unique heritage, style of food prep, and dishes each chef brings to the table," said Russ. "All of these ingredients became the recipe for the graphics."

The team launched the campaign in July 2022 in print, web, digital, TV, wayfinding, and oversized environmental graphics, including a

Phase two of the incredibly memorable and successful campaign will feature a new batch of restaurants and chefs along with the installation of more gigantic environmental graphics, a fan favorite, across The Bellevue Collection properties. [MT](#)

