

## New look for Zebro's

South African chicken franchise Zebro's has refreshed its corporate identity with a new logo and store look.



Zebro's started in the 90's and grew from a small store in Caledon to over 54 stores across South Africa. The brand's popularity rests on its coal-braaied chicken and unique basting sauce.

The company chose to return to its Cape roots with the unveiling of its first new-look store in Stellenbosch last week.

"Every brand goes through a period of reflection that requires business owners to assess their standing in the market," says Jan de Beer, managing executive for Zebro's. "The revamp follows a shift in strategic direction for the brand."

Chicken is the largest and most competitive category in quick-service restaurants (QSR). Consumers are bombarded with a lot of different messaging and in tough economic times, they think carefully before parting with their hard-earned rands.

"There has been a big change in how consumers view brands and perceive value. We asked ourselves the questions: Are we relevant? Are we connecting with consumers? Do we add real value to a consumer, not only in price but in product quality and a differentiated customer experience?"

The logo and slogan make explicit reference to the fact that the chicken is braaied and not fried or flame-grilled, while the store design aims for a contemporary and relaxed feel, according to the company.

“The refreshed look is aligned to our brand’s mission and showcases the wide variety of value meals, including a range of salads and family meal options,” says de Beer.

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