

XHIBITION

SALVA VIDA

RESTAURANT IN MOVEMENT

2016 CASE STUDY
Branding , Local + International Media Exposure

Services:

BRANDING/VISUALS > LOCATION SCOUT + SECURE > INTERNATIONAL PR > LOCAL PR

Overview:

Xhibition was commissioned by Chef Yuval Fachler in March 2016 to translate his buzzed-about “Restaurant in Movement” concept known as “Salva Vida” into a full-fledged pop-up restaurant, requesting branding consultancy, a new graphic language and logo; and leads or connection to a physical space in which he could open his restaurant for a four-month period and as the final step, amplification of this new restaurant to local, Hebrew-language media and international media abroad, creating worldwide exposure and awareness.

Xhibition successfully spearheaded the branding + PR campaign for Salva Vida from A-Z, and went above and beyond by connecting to Chef Fachler to one of its pre-existing clients, Brown TLV, thus forming a successful partnership that provided Salva Vida a new home, additional buzz and F&B offering to the Brown TLV hotel and a complete 360-degree exposure and engagement service that translated in the restaurant emerging as one of the most sought after tables in Tel Aviv for both locals and travelers alike.

Local Reach: 7,720,000 views per month

International Reach: 48,908,615 views per month

AS FEATURED IN:



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