

# The B-side

NEWS & MUSINGS FROM B&CO.

VOL. 3 / Q4 / 2022



## PLACES PEOPLE WANT TO BE

LOS ANGELES

**INDIE CONGRESS**

F&B

**OLD & NEW**

ELEVATING DENTAL

**WELLNESS**

# Branding a placemaker

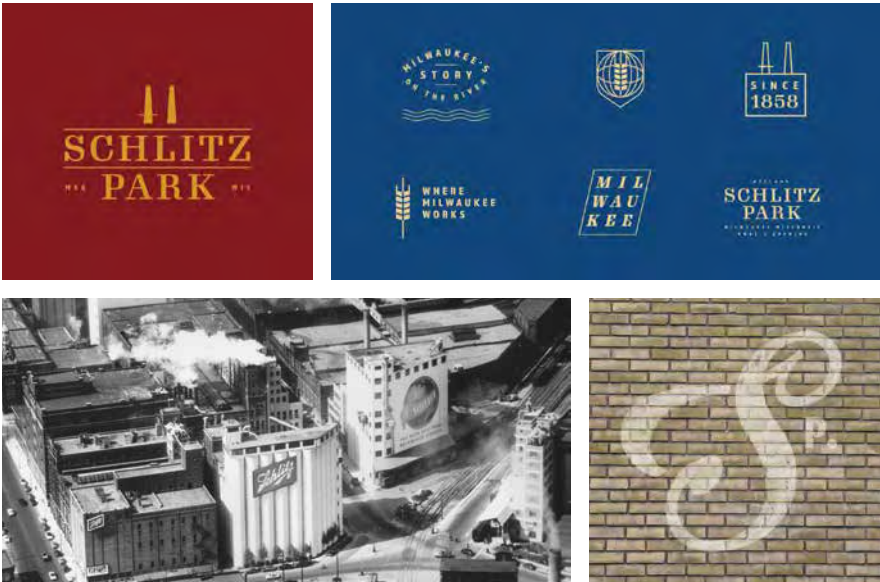
The concept of placemaking goes beyond simply naming an area. It's about capturing a narrative, creating an identity and establishing a sense of place, purpose and community. At B&Co., we've taken our proven process, developed for hospitality branding, and successfully implemented that for large-scale real estate projects.

## Schlitz Park

For decades, Schlitz laid claim to “the beer that made Milwaukee famous.” And they weren’t necessarily wrong. But it’s been a while since Schlitz’s heyday, and it was time for that famous name to return to prominence.

We were tapped by new ownership with a vision to reanimate this once hallowed ground in Brew City. How did we play to the strengths of a historic brand to create an entirely new source of local pride? We relied on the simplicity of the original brand without copying the famous logo. We updated the story and voice to communicate an expectation of modern vitality. We pushed for a bold color palette that captured shades of beer and blue collar pride.

Then we watched this generational brand settle into its new iteration, as artists and businesses moved in and began to do their part continuing to make Milwaukee famous.



## Steamboat Basecamp



Steamboat Springs, Colorado needed a single location where both locals and visitors could come together and really feel that Yampa Valley magic. On the south end of town, Steamboat Basecamp had the dream of being the first development to capture that magic.

As the first mixed-use development in a mountain town that prides itself on its ability to separate real from fake, Steamboat

Basecamp immediately had a steep gradient. Positioning Basecamp as the launching pad for experiencing Steamboat was imperative throughout.

Big goals for a small town. We branded not only the Basecamp development, but also its condos and townhomes separately. In its retail space, a local café, fitness center and brewery aim to create a true crossroads of vibrancy

among the Steamboat community. The people of Steamboat Springs say they stay because of the “Yampa Valley magic.” Well, every valley needs a Basecamp.

# B&C opinions

► Our small team brings a variety of backgrounds, experiences and passions to work every day. Here's our chance to share a bit about us. This is Tara's B&C opinion.



“By being offered more opportunities to live out the brand, your housekeeping team is more likely to enact the brand day-to-day.”

By being offered more opportunities to live out the brand, your housekeeping team is more likely to enact the brand day-to-day rather than feeling sidelined from the thoughtful atmosphere you’ve worked hard to build. What better way can the hotel brand come to life than with your most irreplaceable employees? By immersing their processes with the same qualities you convey to your guests, your housekeeping team might take more pleasure in the *intentional* details put into preparing a room because their role was developed with equal intention. Maybe they’ll help you determine *approachable* ways to encourage guests to recycle in their rooms because their supervisor is *welcoming* of their input.

If you take one thing away from my humble two-cents, remember that effective branding tends to come from within. A soft pillow, a safe respite and a warm night in a clean space are a must, but the spirit that delivers these things could make all the difference. P.S. Don’t forget to tip housekeeping the next time you check-in!

## Housekeeping: a hotel's heartbeat

How to make branding come alive from within

I had the distinct pleasure of briefly being a Housekeeping Supervisor at a few boutique hotels over the course of my career. Not only are you juggling quick deadlines and delivering perfection, you’re doing it with a smile on your face and with a spirit of service. It takes efficiency, precision, teamwork and guts.

This idea begs the question: How does housekeeping play a role in the branding and marketing of your hotel when it is they who deliver the most important product day-in and day-out?

I’d invite you to think about what brand pillars or keywords your housekeepers experience themselves when they do their job each day. Are there moments in their shift that are *unexpected*? What about their tools and systems feel *elevated*? Is *wellness* factored into their physical workday?

### MEET Tara

SIDEKICK  
Figaro



FAVORITE GETAWAY  
New York, NY

NEVER TRAVELS WITHOUT  
A book (that I never actually end up having time to read)

COMMON EXPRESSION  
Good grief / Good night

MOST LIKELY TO  
Play devil's advocate

# Sharing ideas & margaritas

If you follow our social media, you've heard of ILC, or the Independent Lodging Congress. ILC is dedicated to fostering discovery, collaboration and idea generation within independent lodging. As an agency dedicated to hospitality and lifestyle branding, we continuously find inspiration and meaningful connections through this industry group hell-bent on challenging and disrupting, leading and instigating.

Brigette has served on ILC's Advisory Board for many years and so our team has had a front-row seat for the growth and evolution of this impressive organization. October's Indie Congress in LA was no exception.



## ▼ We've also learned a few things

Many topics were ground-breaking, an ILC hallmark. Like the need to anticipate and accommodate for travelers and associates managing mental health and substance abuse issues. Or the round-table discussions on unlimited vacation time and balancing personal touch and technology. Even a frank and honest keynote by Viceroy Hotel Group CEO Bill Walshe on the company's late-to-the-table commitment to diversity, equity and inclusion and major efforts to turn that around.



There was also plenty of time for socializing – something hospitality folks do best. For three Congresses in a row, we have sponsored the Cocktail Hour to kick off socialization ceremonies. Each year we put a twist on cocktail service with an eye-catching margarita preparation—our signature. In Miami this past February, we worked with a local vendor to make boozy margarita popsicles, a fan-favorite. And in LA this October, we handed out margarita shaved ice on a rooftop. You could say we know a thing or two about hosting a party.

To join us this February in Austin, check out [ilcongress.com](https://ilcongress.com)

# Order up!

- Food & Beverage. Kitchen & Bar. Pours and Plates. Whatever you call it, you experience it alongside everyone else. And the best F&B brands are not necessarily the trendiest, but rather the longest lasting.

## Mesler



The restaurant in the new-build Sophy Hyde Park in Chicago back in 2018 was endowed with an eclectic space and an intellectual hotel brand. The restaurant needed to seamlessly pair with the smart and curious Sophy brand, as it's accessible through the hotel lobby.

Mesler, derived from the root “to mix and mingle,” accentuated the concept's goal to be the community's living—or dining—room. Complementing Sophy's brand instilling the academic disciplines of art, science, mathematics and literature, Mesler covers the walls with intriguing artwork, serves glassware akin to laboratories and names cocktails inspired by literary protagonists.

Despite the pandemic, Mesler's brand promise to “excite the senses” is even stronger today after more than four years since opening. Mesler is empirical evidence that a strong concept can stand the test of time—and any other obstacle.



## Stack'd

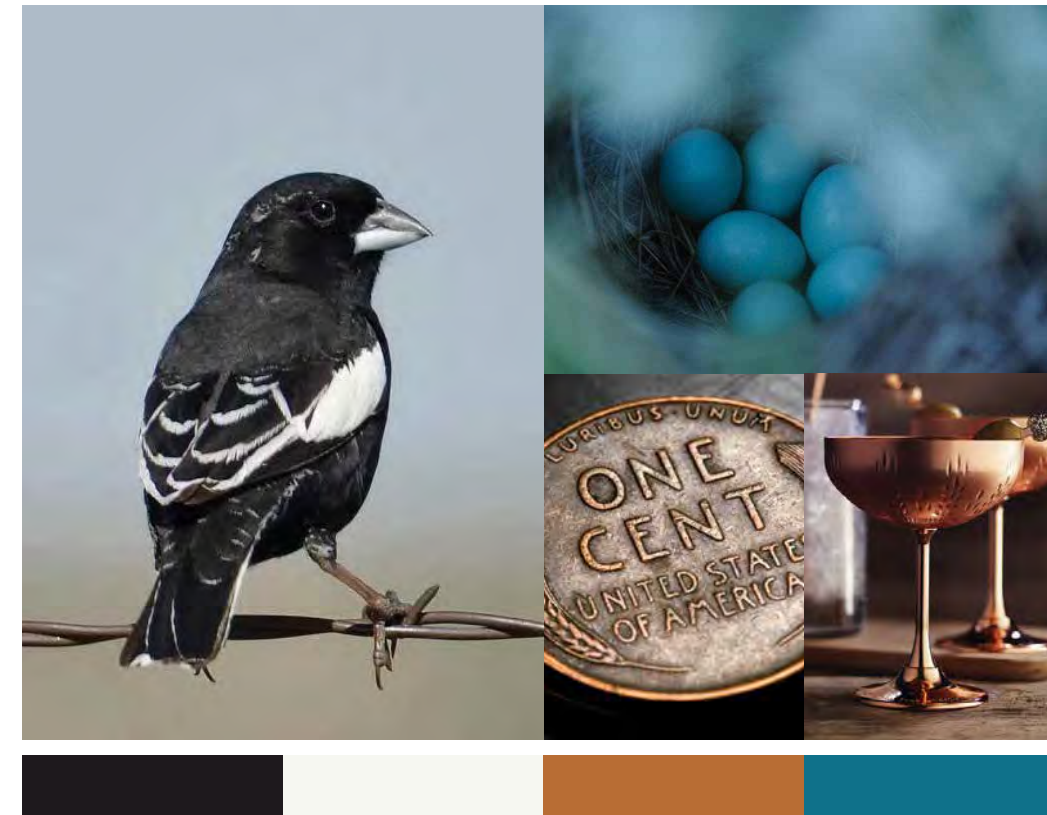
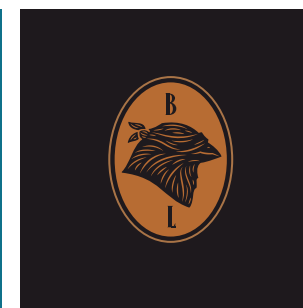
When a building owner calls for your help to fill a void in his restored warehouse building, you just get to work.

Back in 2011, after a restaurant tenant closed its doors, a building owner asked B&Co. for a creative new concept he could open himself. Situated at the crossroads of two foodie neighborhoods in Milwaukee, we surveyed the market and realized a great burger joint could be a winner.

We took a fresh approach to the food and branding. Grass-fed burgers piled high with

premium local ingredients was the concept, and Stack'd Burger Bar would be the name. Our work included brand voice and visual identity, using the apostrophe in the Stack'd logo as a visual design element. B&Co. created everything from wall murals, chalkboards and a big outdoor sign to menus, apparel and social media graphics.

Nearly 12 years later, Stack'd is still serving it up. We'd say this concept was well done.



## Rouse

If you've been sleeping on Houston's Galleria district, it's time to wake up. Rouse is a fiery new restaurant located on the ground floor of The Chifley, the Galleria's newest boutique hotel we branded. Combining sweet, salty, smokey and sour flavors through Asian, Mexican and Texas barbecue, this restaurant rouses the tastebuds.

While other area restaurants focus on specific flavors that make up a piece of Houston's identity, like tacos and whiskey, Rouse tells Houston's full story. By involving all the community's cultures, diners are caught off-guard and forced to rouse their curiosity and broaden their palate.

Rouse, meaning “to awaken or stir,” is a brand and menu concept developed by B&Co. Weaving in seamlessly with The Chifley's brand story, Rouse combines the countless diverse flavors of the Galleria in a completely new and unexpected way. Rouse is here to stir the pot. To wake the inactive. To rouse the curiosity in each and every person who sits at the bar or table.



## Blind Lark

Shh, you didn't hear it from us, but Colorado Springs is getting a speakeasy. Rumor has it, Blind Lark is one of our team's favorite brand creations.

Located in the basement of Vine & Wheel, another concept we branded, Blind Lark has all the makings of Prohibition-era ambiance. In those days, speakeasies would circumvent the liquor laws by hosting a spectacle, often in the form of a tiger or enormous pig. To centralize the story in Colorado, we changed the animal to a Lark, the state bird. The word “lark” is also a synonym for “mischief.” With that in mind, Blind Lark offers a double meaning while keeping under-the-radar.

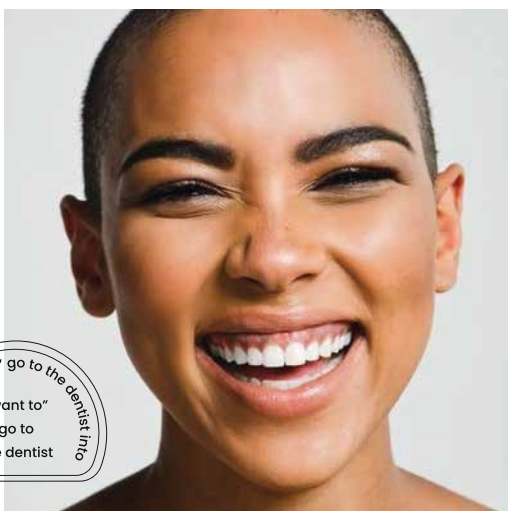
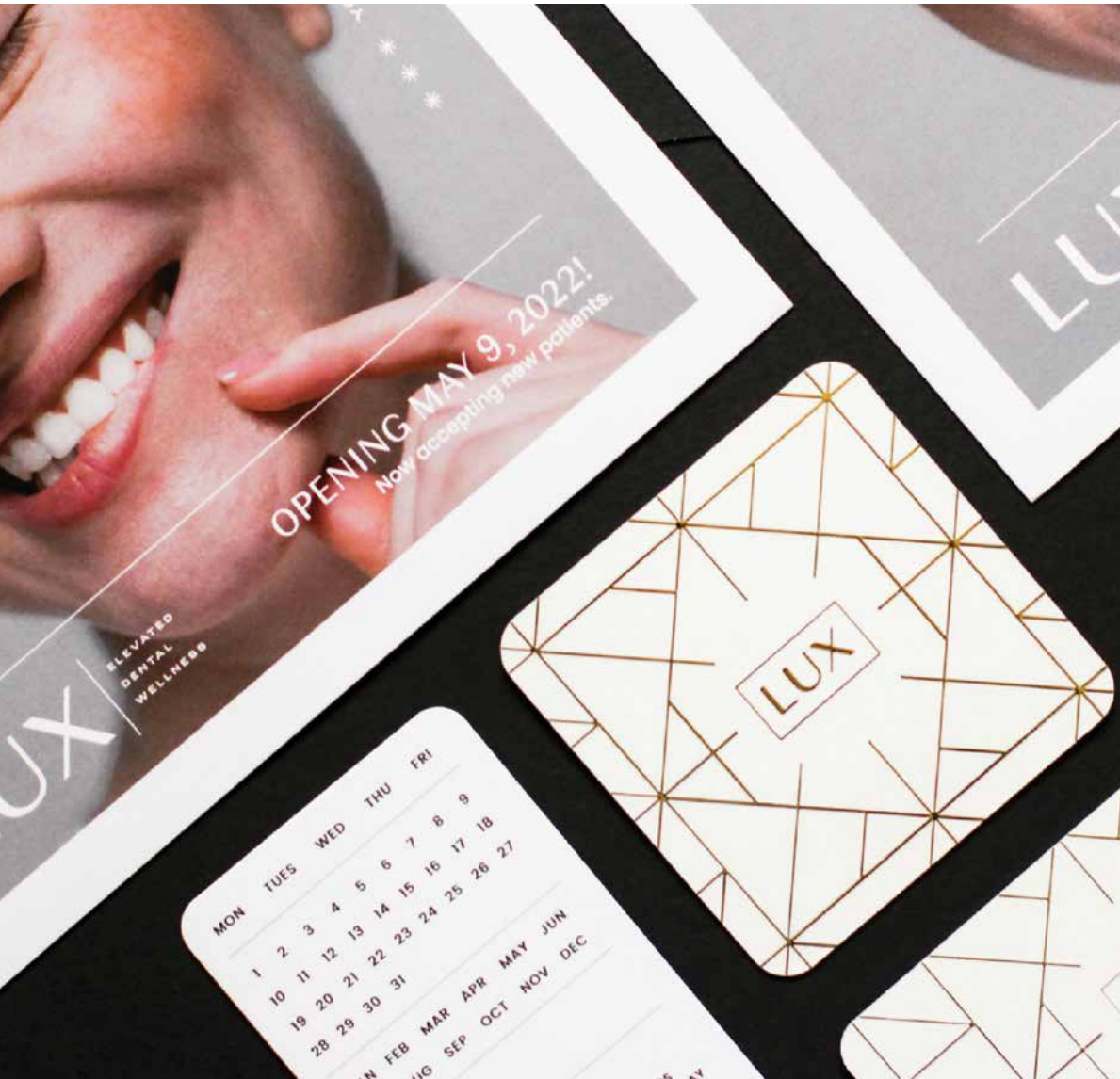
A bookcase provides a secret entry to the speakeasy and The Blind Lark, a famous novel by Louisa May Alcott, acts as the door handle. When will it open? That's still a mystery, but we look forward to visiting soon.

WHAT'S YOUR STORY?

# Elevating Dental Wellness



Turning "have to" go to the dentist into "get to" go to the dentist



We turn "have to" go to the dentist into "want to" go to the dentist

When a local small business owner in the Greater Milwaukee area came to us to brand her new business, we were thrilled. This time, it happened to be a dentist.

While there are plenty of trustworthy dentists in the area to choose from, none are taking a truly integrated approach that prioritizes personalized care. This polished perspective has turned the dental experience from medical care to self care. After articulating this messaging, we began spreading the word through every channel we could.

Custom collateral was a central element to the implementation of the Lux Dental brand, from gold foil-imprinted business cards to physical mailers distributed in the Thiensville and Mequon neighborhoods. On the digital side, we built the Lux Dental website, complete with a list of services, membership form and digital dental consultation link. To fortify this digital presence, we strategically rolled out a brand awareness campaign via email marketing and social media, complete with branded templates for email blasts and social graphics. We're smiling cheek to cheek with how the brand turned out.



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