

Hard Rock Café



Project Scope

- Collateral Materials
- Events (Grand Openings for Atlantic City NJ, Cleveland OH, Philadelphia PA)
- Magazine Advertisements
- Newspaper Advertisements
- Outdoor Advertising
- Point of Purchase



About The Hard Rock Café

The Hard Rock Café is an international Rock & Roll music themed restaurant chain. Their world famous logo is used in everything from commercials to music videos to merchandise. The Hard Rock Café has also participated in numerous charitable activities such as Sting's "Save the Rain Forest" program.

Distribution

European Campaigns
United States Campaigns