

BOLD MOVES IN 2020 FOR A BETTER 2021



My brothers Ed, Mingo and I never imagined how successful Wahoo's Fish Taco would be, but it's always been about doing what we really care about, showing compassion for our community and always being authentic. Like most other businesses, this pandemic forced us to change how we do what we do – on a dime. But, it didn't make us change what we do.

"Keep your brand promise honest and your business will bring you success."



Wing Lam, Co-Founder, Wahoo's Fish Taco

Blue C Client Since 2017

Our deeper purpose has always been about our family being in business to feed your family. We see that as a stronger and more emotional connection with our customers.

And, we've been able to pivot what we've been doing in our stores during this pandemic to take care of our employees and their families, and even get meals to over 19,000 hungry frontline workers! This effort turned into the California Love Drop.

It's because of our connection with our loyal customers that we have the power to do this. And our customers are loyal because we keep our promise to them every time they come into a Wahoo's store.

We never let them down. They can count on us for anything. That's the power behind our brand. Keep your brand promise honest and your business will bring you success.

POSTSCRIPT:

We think Wing's mid-year 2020 message is as relevant today as it was when he wrote it. Even more relevant to all marketers and brands is his final line, "keep your brand promise honest and your business will bring you success." The following pages are chock full of best practices, some traditional, some next gen, but all founded on the premise that brand clarity drives everything else – especially during uncertain times.

The California Love Drop wouldn't be possible without the partnerships and founding friends:

