

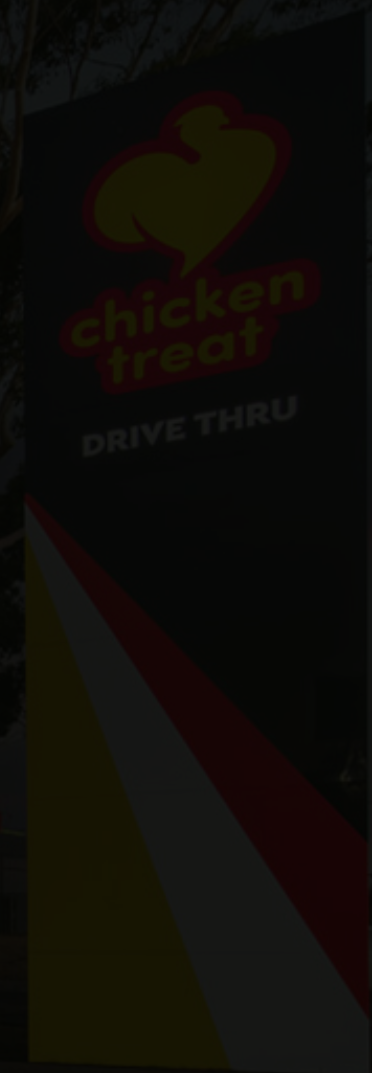
**KINGMAN  
GROUP** ....

## **Chicken Treat Rebrand**

Signage Project

### **CASE STUDY**

[www.kingman.com.au](http://www.kingman.com.au)  
450 Victoria Rd, Malaga WA 6090



“The signage Kingman have provided has revitalised Chicken Treat. The quality and the way they are manufactured is amazing.”

## **Mimma Battista**

Chief Executive Officer, Chicken Treat



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## Introduction

Kingman were awarded the signage contract to rebrand all Chicken Treat outlets across Western Australia. The signage rebrand began in late Dec 2020 with Mirrabooka being one of the first stores to get the fresh new look.

Kingman fabricated and installed all the external signage. This signage package consisted of:

- 5 different pylon designs
- Drive through gantry, totem & height bar
- Interior & exterior wall graphics
- Fully fabricated, internally illuminated building branding signage

With over 50 Stores to refresh with these stunning new signs across WA, the team at Kingman have been very busy fabricating, and coordinating the installation of all these stunning new signs.





Above, images from the Kingman factory.

## Behind The Scenes

Chicken Treat's new signage has been a core component of their rebrand success. Their state-wide rebrand has majorly changed the look and feel of the Chicken Treat brand. The team at the Chicken Treat head office have already noticed an increase in revenue and Kingman are proud to have made a contribution to this successful re-brand by Mimma Battista, CEO of Chicken Treat and the clever folks at Craveable Brands.

Kingman have upgraded the signage in 37 Chicken Treat stores to date, some of which are complete and some of which are currently in production. There are a total of 56 stores across W.A, and 10 more planned, with an additional 15 in the pipeline over east... we still have a way to go!





Above, images of the Kingman team installing the new signage

## Behind The Scenes

Our team are always busy working on Chicken Treat signage, and these days it's rare to not see a Chicken Treat sign somewhere around the factory. It's always comforting to know that Kingman signage can have such a positive impact on consumers.

### Client

- Chicken Treat

### Partners

- Zone Design
- KWIK Transport
- Collect Electrical

Kingman never sacrifices quality. The rebranding of any franchise is always a massive task. In a franchise such as the food industry, this becomes extremely important with the race always ongoing in an extremely competitive industry.





DRIVE THRU





## Pylon Signage

Kingman fabricated no less than five different styles of pylon for the completion of this signage project, which Chicken Treat chose depending on the site.

This picture on the left, was taken during our installation at Chicken Treat in Mirabooka. The pylon was fully clad and stands as the largest of all pylon types at 7.5 meters in height.

## Examples of pylons installed throughout the project













## Before and after pylon example







## Exterior Signage

The externals of each Chicken Treat are fitted out differently based on the site. The most common sign types you can expect to see are Drive Thru Gantry and Light Box, Exterior Wayfinding Totems, Large Chicken Treat Building Signs on the front and side of the buildings, and a Pylon.



The large horizontal Chicken Treat logo you can see here spans nearly 6 meters in length, and 1.2 meters in height. They are internally illuminated, fitted with high performance LEDs and a translucent vinyl logo over the face of the sign.

The overall look per site has completely transformed to give a fresh and modern vibe.

To see them in their full glory, visit a site at night when the shop is all illuminated.



 **chicken treat**

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chicken treat

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## Before and after exterior signage example







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treat



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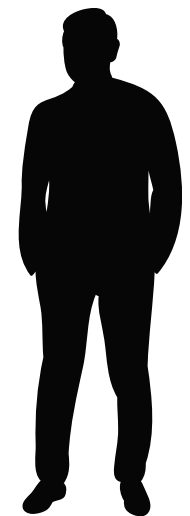
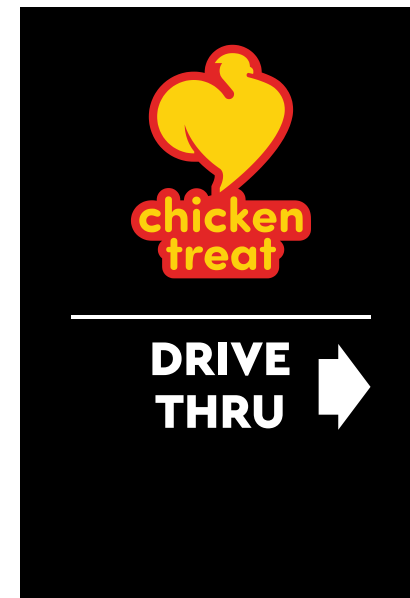
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# Totem Signage

We have produced a variety of different totems for Chicken Treats rebrand, which just like the other sign types, are chosen and manufactured depending on the site.











## Drive Thru Totem before and after example





## Drive Thru Gantry







## Internal & External Graphics

Chicken Treat's internals are hard to miss. They are fun, bright and well-aimed towards a young demographic. Delivered to Kingman by Zone, these wallpaper designs are full of cartoons, slogans, fireworks, superheroes and extravagant scenes in Chicken Treats pop art style.

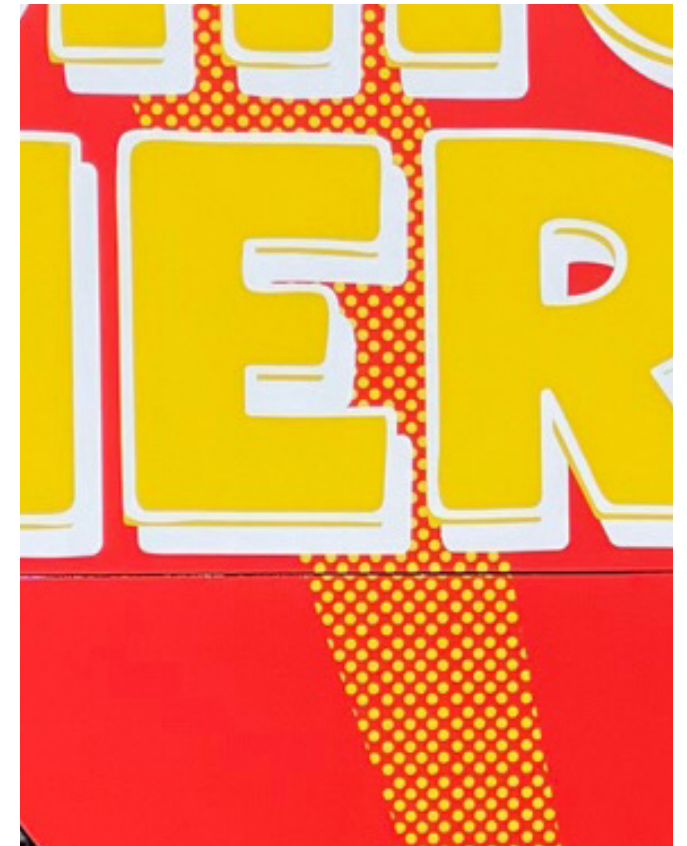
The external graphics consist of the circular logo "lip smacking since 1976" and "the chicken heroes" which are placed around the outer walls of the larger sites.



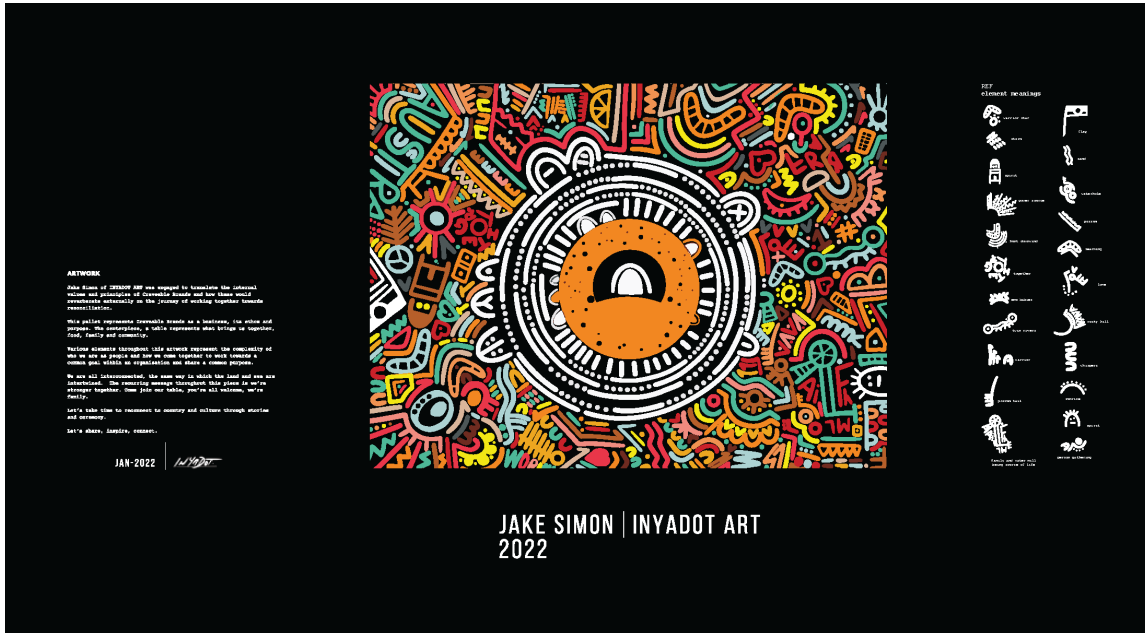












## Chicken Treat Head Office Signage

Along with all their shop fitouts across WA Chicken Treat's Head Office in Osborne Park also had a makeover.

The Kingman Team installed two digitally printed wall graphics in the kitchen and one digitally printed artwork piece in the main reception.

The artwork in the reception was created by Jake Simon, of Inyadot Art. The piece represents the internal values and principles of Craveable Brands and how these would reverberate externally on the journey of working together towards reconciliation.

The recurring message throughout this piece and the kitchen graphics is we are stronger together. Let's take time to share, inspire and connect.





“The relationship we have built with Krystal Penny as Project Manager, Chicken Treat and Craveable Brands has been marvellous. Every step feels like a true collaborative team effort between both parties and we couldn’t ask for more from a client.

Due to this and what we have achieved together has made the Chicken Treat rebrand one of the most enjoyable projects I’ve been a part of in all my time at Kingman.”

## **Jeremy Herdman**

Senior Account Manager, Kingman



 **KINGMAN GROUP**

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