

A New Spin on Fun:

CHUCK E. CHEESE

"EVERYONE WINS AT CHUCK E. CHEESE"

MARCO AMELIO, TU CHAU, TABITHA HYDE, JAIDYN PALLADINI, SYDNEE TOMLINSON

BRAND OVERVIEW



- FAMILY ENTERTAINMENT + RESTAURANT CHAIN
- FOUNDED IN 1977 BY NOLAN BUSHNELL
- KNOWN FOR PIZZA, ARCADE GAMES, BIRTHDAY PARTIES
- POST-2020: REMOVED ANIMATRONICS → MODERN EXPERIENCE

THE PROBLEM

- OUTDATED BRAND IMAGE
- LIMITED TO YOUNGER KIDS
- KIDS “AGE OUT” QUICKLY
- STRONG COMPETITION (DAVE & BUSTER’S, TOPGOLF, ETC.)
- NEGATIVE PERCEPTIONS (CLEANLINESS, PRICING, PIZZA CONTROVERSY)

SWOT ANALYSIS



STRENGTHS

NOSTALGIA + BRAND RECOGNITION
CROSS-GENERATIONAL APPEAL

WEAKNESSES

CLEANLINESS CONCERNS
LIMITED OLDER AUDIENCE

OPPORTUNITIES

MERCH + PARTNERSHIPS
EVENTS + DIGITAL EXPANSION

THREATS

COMPETITION
CHANGING PARENTING TRENDS

WHY IT STRUGGLED

- 2020 BANKRUPTCY (COVID IMPACT)
- DECLINE IN BIRTHDAY PARTIES
- VIRAL PIZZA CONTROVERSY
- OUTDATED GAMES + FOOD COMPLAINTS

REBRAND VISION

MESSAGE: "EVERYONE WINS AT CHUCK E. CHEESE"

GOAL

BRING BACK RETRO ARCADE FEEL
IMPROVE FOOD QUALITY
EXPAND BEYOND JUST KIDS

MARKETING

COLLECTABLES (PLUSH, PINS, MERCH)
SOCIAL CAMPAIGNS
INFLUENCER COLLABS
IN-STORE COMPETITIONS

MESSAGE 2: "GOOD TIME FOR KIDS. GREAT TIME FOR PARENTS"

BRANDING

CLASSIC CHUCK E. DESIGN → MODERNIZED FOR
SOCIAL/DIGITAL
WARM, PLAYFUL 80s–90s COLOR PALETTE
RETRO-INSPIRED APP + WEBSITE

IN-STORE EXPERIENCE

RETRO/MODERN ARCADE AESTHETIC
NOSTALGIC + MODERN MUSIC MIX
LIVE COMPETITIONS
INTERACTIVE ZONES (VR)

LOGO HISTORY



CHUCK E. CHEESE'S

1998



CHUCK E. CHEESE'S

2012



**CHUCK E.
CHEESE.**

PRESENT



CHUCK E. CHEESE

OUR REDESIGN

TARGET AUDIENCE

PARENTS

WHAT THEY WANT

SAFE + CLEAN
AFFORDABLE
FAMILY TIME

HOW WE TARGET THEM

BETTER FOOD
MODERN + COMFORTABLE SPACE
ADULT APPEAL (*BEER SPECIALS +
RETRO ARCADE AREA*)

KIDS

WANTS

FUN + HIGH-ENERGY
GAMES + PRIZES
SOCIAL EXPERIENCE

TARGET

NEW + UPDATED GAMES
COMPETITION (LEADERBOARDS)
EXCLUSIVE REWARDS (*GOLD
TICKET, MERCH*)





ADVERTISEMENTS



GOOD TIMES FOR KIDS.

GREAT TIMES FOR PARENTS.

EVERYONE WINS

★ AT CHUCK E. CHEESE ★

EVERYONE WINS.
PLAY. EAT. WIN. REPEAT.

WIN GAMES HAVE FUN.

WIN PRIZES EARN TICKETS.

GREAT FOOD THE WHOLE FAMILY WILL LOVE.

PARENTS RELAX YOU DESERVE IT.

COMFORT + 21+ AREA KICK BACK. ENJOY YOUR TIME.

GET THE APP!
EARN POINTS. GET REWARDS.

EARN TICKETS WIN PRIZES!

FOLLOW US @CHUCKECHEESE

21+ ARCADE



GOOD TIMES FOR KIDS.

GREAT TIMES FOR PARENTS.

21+ ARCADE AREA

ENJOY OUR BEER SPECIALS

COMFORTABLE SEATING

CHUCK E. CHEESE

★ EVERYONE WINS AT CHUCK E. CHEESE. ★



GOOD TIMES FOR KIDS.

GREAT TIMES FOR PARENTS.

21+ ARCADE

CHUCK E. CHEESE

★ EVERYONE WINS AT CHUCK E. CHEESE. ★

0:06 / 0:30

CELEBRITY PARTNERSHIPS

STEPH CURRY

“BEAT STEPH’S SCORE”
ARCADE GAME

ONE OF THE MOST
POPULAR ATHLETES

WITH KIDS
CONNECTS DIRECTLY TO
BASKETBALL ARCADE

GAMEPLAY
BUILDS COMPETITION



MR BEAST

VIRAL CHALLENGE
VIDEOS + TICKET
BLASTER

MASSIVE YOUNG
AUDIENCE (KIDS +
TEENS)

KNOWN FOR
CHALLENGES +
GIVEAWAYS



BRAND PARTNERSHIPS

GAMING ZONE

APPEALS TO TEENS +
OLDER KIDS

BRINGS MODERN
GAMING INTO THE
ARCADE

CREATES COMPETITIVE
TOURNAMENT
EXPERIENCES



COCA-COLA

RECOGNIZABLE +
TRUSTED BRAND

ENHANCES FOOD +
DINING EXPERIENCE

OPPORTUNITY FOR
EXCLUSIVE DRINK DEALS
+ PROMOS



NIKE MERCH

APPEALS TO KIDS, TEENS,
AND PARENTS

ADDS STYLE +
STREETWEAR ELEMENT
TO THE EXPERIENCE

OPPORTUNITY FOR
LIMITED DROPS +
EXCLUSIVE COLLABS



LEGO PLAY ZONE TRUSTED, FAMILY-FRIENDLY BRAND, ENCOURAGES CREATIVITY + INTERACTIVE PLAY
PERFECT FIT FOR FOAM PIT + KIDS AREA, NEW AND IMPROVED PRIZES

EXCLUSIVE DROPS

CHUCK E. CHEESE™ x crocs™

THE ULTIMATE FUN COLLAB

LIMITED EDITION



MINIMAL. ICONIC. TIMELESS.

- Classic Crocs comfort
- Built for all-day play
- Chuck E. Cheese on the heel strap



CLEAN. SIMPLE. BOLD.

A clean purple design that reps Chuck E. Cheese with style.



ALL DAY COMFORT.

Lightweight, durable, and ready for any adventure in the arcade and beyond.



ICONIC CROCS COMFORT.

Supportive, easy to clean, and made to play hard.

EXCLUSIVE JIBBITZ™ CHARMS

ALL YEAR FAVORITES



CHUCK E.



TICKETS



PIZZA



CAP



ARCADE



TOKEN



STAR

SEASONAL DROP: SUMMER



SUNGLASSES CHUCK E.



BEACH BALL



ICE CREAM



WATER GUN



TROPICAL DRINK

SEASONAL DROP: HALLOWEEN



PUMPKIN CHUCK E.



BAT



GHOST



SKELETON PIZZA



TREAT BAG

SEASONAL DROP: CHRISTMAS



SANTA CHUCK E.



PRESENT



CANDY CANE



SNOWFLAKE



CHRISTMAS TREE

★ COLLECT THEM. TRADE THEM. WEAR THEM. ★

EXCLUSIVE DROPS

CHUCK E. CHEESE. x  NEW ERA

GOLD TICKET CHAMPION HAT



NOSTALGIC. TIMELESS.

Classic Chuck E. Cheese design with a throwback feel.



GOLD TICKET. 1 OF 1.

Awarded to the top player each month in this store.



CHUCK E. CHEESE x NEW ERA

Premium quality. Iconic style.
Built for champions.

FINAL TAKEAWAY

EVOLVING THE CHUCK E. CHEESE EXPERIENCE

OUR STRATEGY

- NOSTALGIA + MODERN EXPERIENCE
- KIDS + TEENS + PARENTS ALL TARGETED
- GAMING, DINING, AND SOCIAL ALL IN ONE

WHAT WE ADDED

- CELEBRITY PARTNERSHIPS (STEPH, MR BEAST)
- BRAND PARTNERSHIPS (GAMING, LEGO, COCA-COLA)
- COMPETITION SYSTEM (GOLD TICKET CHALLENGE)
- EXCLUSIVE MERCH + BETTER PRIZES

