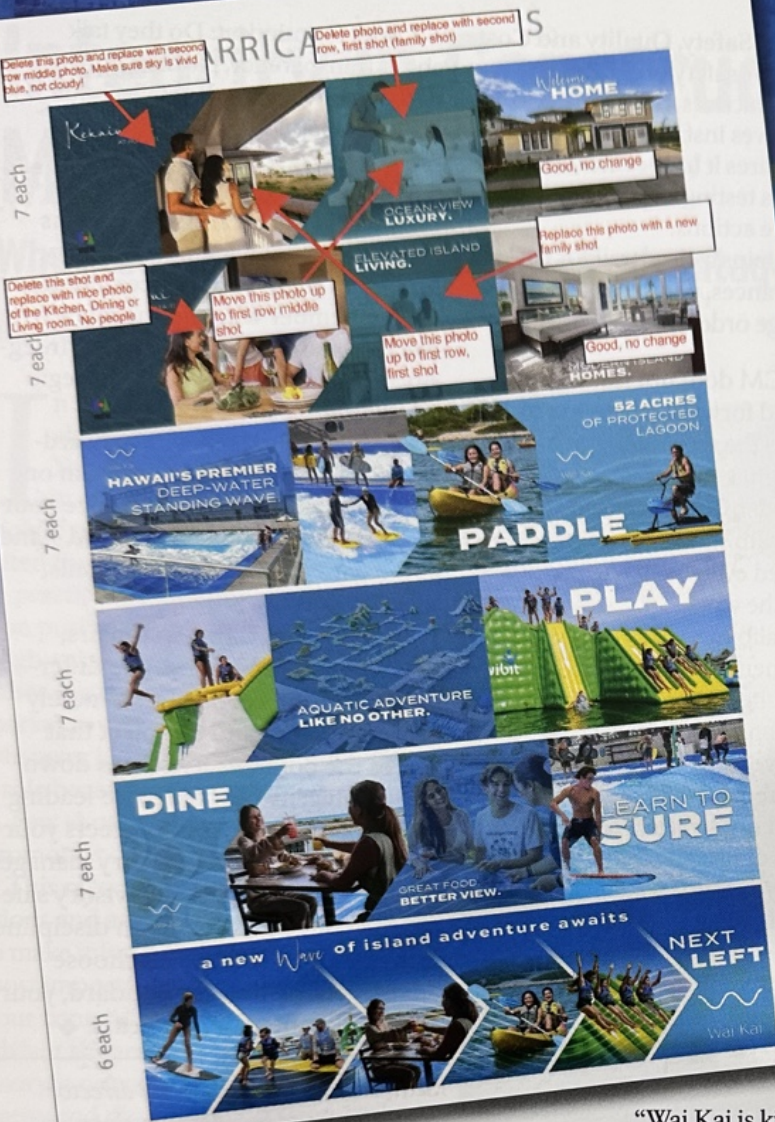


Wai Kai

Continued from page 22



One of their most recent marketing strategies is an 820-foot barricade facing Keone'ula Boulevard designed by Mario Patino of Patino Graphic Design and printed by HonBlue.

"It's a big push to try to get, you know, with all the housing that they're building, ... trying to bring crowds and foot traffic to Wai Kai," Patino says.

ESTABLISHING DESIGN

Patino helped launch Wai Kai's initial debut, heading marketing campaigns and aesthetics, so the partnership was an easy decision, he says.



Mario Patino

"Wai Kai is kind of trying to capture a more general ... audience because it's such a unique space, like the location of it," explains Patino. "So we're trying to [alert] the general population that Wai Kai exists."

He says their approach has switched from a tourist-focused brand to kama'aina-focused with the introduction of more family-friendly activities.

"It's a really cool place to ... spend a whole day," he continues. "... It's in the infancy stages of growing."

Patino was given the majority of creative freedom, he shares, with nods to local commercial business and nearby homes to push the "lifestyle" of the area and how Wai Kai's offerings can be incorporated into it.

"There was a portion of it that's focused on the residential areas, like the housing that's available, so we wanted to showcase what kind of lifestyle a

Left: Mario Patino says mockups were sent to Wai Kai and HonBlue ahead of printing to ensure a flawless production cycle.

RENDERING COURTESY PATINO GRAPHIC DESIGN

Below: Panels are installed using stainless steel zip ties to secure them to the fence.

PHOTO COURTESY PATINO GRAPHIC DESIGN



normal person that would live in that area would have," says Patino. "So it's like, waking up and you see the beach, walking, running, like all those kinds of activities, going to Wai Kai for lunch, stuff like that."

HOT OFF THE PRESS

The installation had to occur in time for the Lotte Golf Tournament at Hoakalei Country Club so road and sidewalk closures would coincide for both event setup and barricade installation, cramping the timeline to under six weeks.

Wai Kai decided on a vinyl mesh with nylon reinforced edges to withstand the wind and dry heat of 'Ewa Beach, bringing in HonBlue during the early phases to ensure they had the material in stock.

Initially, HonBlue didn't know all the details, such as panel dimensions, material and design, so they presented Wai Kai with three different estimates before solidifying the final product, according to HonBlue Digital Printing and Business Development Manager Darren Straka. Once they finalized the contract, mockups came in just as quickly as panel delivery.



Left: HonBlue uses the HP latex printer to print the 240-by-60-inch panels.

Below: The entire spread of banners spans 820 feet.

PHOTOS COURTESY DARREN STRAKA

To print the 240-by-60-inch banners, HonBlue used the HP latex printer to print two panels at a time so they could quickly move to separate cutting, seaming and grommet machines. Panels were delivered in batches of two to three as soon as they completed the production cycle to ensure the timeline remained on track for the project's Sept. 28 debut.

"It was really fast ... because we had to get it up for that [championship] weekend, so we were just cranking them out," Patino says. "As they were printing them, they were sending them to the job site so they can install it."

For the actual installation, Wai Kai brought in contractors to repair the fence and secure the new panels. HonBlue provided stainless steel zip ties to fit in the two-inch margins on the panels.

THE WAI KAI LIFESTYLE

Since its installation, the barricade has garnered positive attention from both community members and Wai Kai staff, Patino reports.

"It's brought a lot of visibility to Wai Kai, especially in that area, and it just ... spruced up that area," he says.

Straka agrees, saying he's gotten positive feedback from Wai Kai confirming more business. The success of the barricade has also led to future projects between HonBlue and Wai Kai, he adds.

For the future, Wai Kai is doubling down on its "lifestyle" marketing, aiming to create a space where local people can cruise and bring their families.

"I know we sprinkle a lot of the community into the branding while still making it seem like it's open to everybody because that's also important," Patino reinforces. "You know, you want to come in [and] feel like ... you can go and spend a day there." ♦



**WE HELP YOU DO WHAT YOU DO BEST...
COMPLETING PROJECTS!**

PERSONALIZED SERVICE • FREE DELIVERY

Cody Okuda-Krueger
Account Executive
808.256.6452
cokuda-krueger@citymill.com

Jay Higa
Account Executive
808.397.0888
jhiga@citymill.com