

Bojangles Gets Its Wrapping Done in Time for the Holidays



The Challenge

The Holidays Coming Fast

For a quick-service restaurant brand, the holiday season is prime time—foot traffic spikes, drive-through lines grow, and visibility in high-traffic corridors becomes a competitive advantage. Bojangles’ Western NC franchise group, which operates approximately 100 locations across the region, wanted to make a bold seasonal statement at one of its key South Carolina restaurants.

The call came in on November 1st: Could Vomela execute a full exterior building wrap—designed, produced, and installed—before Thanksgiving? We said, Yes! But when the final artwork arrived in the second week of November, an already tight window closed to seven days.

AT A GLANCE

CLIENT

Bojangles, Western NC

INDUSTRY

Quick-Service Restaurant

VOMELA GROUP

Vomela Transportation

LOCATION

Landrum, South Carolina

SERVICES

Large-format graphics production, strategic consulting, installation



The Solution

Fast and Smart

Vomela was already known to the Bojangles marketing team for its ability to deliver quality graphics under pressure—but this project required more than fast production. It required smart strategy.

The original plan called for wrapping all four sides of the restaurant exterior. But when Vomela's team reviewed the scope against the budget, they pushed back—constructively. Rather than wrap all four sides, Vomela recommended concentrating the investment on the three sides with the most traffic exposure: the faces oriented toward the main road and the highway off-ramps.

The fourth wall, essentially invisible to passing traffic, was left unwrapped. The budget stayed somewhat lower. The visibility impact remained high.

Using 3M film with matching over-laminate, Vomela's production team went into high gear. The materials were selected for durability and output quality—capable of holding vivid holiday graphics through winter weather while maintaining the crisp brand presentation Bojangles requires across its system.

Seven Days in November

From artwork receipt to completed installation, Vomela executed in seven days. The install itself took three days—one more than planned, due to inclement weather—but the deadline held.

Throughout the process, Vomela coordinated directly with Tony Birch, Bojangles' Senior Director of Marketing and Customer Engagement, as well as senior franchise leadership. Permit coordination with local Landrum officials was handled by the client, with Vomela managing the production and install timeline around it.

The Result

Holiday High Light

The client's reaction was immediate and enthusiastic. The franchise team loved the finished look so much that they had the restaurant's exterior lighting adjusted specifically to illuminate the new graphics—effectively turning the building into a beacon visible from the highway interchange.

The strategic three-side approach proved itself: High visibility from the traffic corridors that matter, with a budget that held. The franchise group anticipated strong social media engagement from the eye-catching holiday display—a second wave of brand awareness beyond the roadside impact.

Said Tony Birch: "Transforming our whole restaurant for the holidays was our chance to wow the community and create a social-media-ready Christmas experience inside and out. The Vomela team made it effortless—guiding us through design, providing updates at every stage, and delivering an installation that exceeded expectations. Truly a joyful project from start to finish in such a short amount of time."



Key Takeaways

Tight timelines and constrained budgets don't have to mean compromised results—if your production partner thinks before they print, that is. Vomela's combination of strategic consulting, rapid-response production, and experienced installation crews turned a seven-day window into a high-visibility brand moment that outlasted the holiday season.

For franchise groups that need to move fast and spend smart, that's not just a vendor relationship. That's a competitive advantage.



Here's a short video showing how the Vomela team got this holiday installation and wrap done.

<https://www.youtube.com/watch?v=xvlsv7Cefbs>



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