



Maximise ROI from your menu design and content:
Research for Casual Dining



MarketMeasures
INNOVATE | MEASURE | UNDERSTAND

GETTING ALL ASPECTS OF YOUR MENU RIGHT

A suite of research tools to help **get your menu right**

BRAND

Does our menu fit with our brand?

Competitor landscaping and benchmarking

Fit with brand personality, tone-of-voice, backstory

Evaluating synergy across all marketing collateral

CONCEPT

Which items or dishes will appeal to our customers?

Ideation and sifting

Screening concepts/dishes

Creative workshops

DESIGN

Does our menu look good enough to sell the profitable items?

Appeal and purchase interest

Design evaluation

Competitor analysis



NAVIGATION

Can people find what they want easily from our menu?

Ease, speed of making choices

Accuracy of finding menu items

Hot spots, dwell times

Black spots, 'no go zones'

RANGE

Breadth of choice: how many dishes do we really need on the menu?

Range and reach of menu items

Impact of removal, addition

Incremental value of items

CHOICE

Depth of choice: how much choice do we need within each section of our menu?

Optimum set of choices

Choice saturation

Multiple menu understanding



PRICING

How much could or should we be charging our customers?

Price elasticity, sensitivity

Conjoint, modelling

Trade-off analysis

PRODUCT

Do our customers like the taste of what's on our menu?

Product development workshoping

Chef, R&D engagement

Product, full dish, meal evaluation

Find out more...

Visit www.marketmeasures.co.uk or call Rachel Cristofoli on **023 8046 0924**