

Putting your  
money where  
*customer's*  
your mouth is  
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Focussing investment in your casual dining  
business to maximise £ sales  
**Research for Casual Dining**



**MarketMeasures**  
INNOVATE | MEASURE | UNDERSTAND

APPLYING CASUAL DINING EXPERTISE,  
CUSTOMER INSIGHTS & TECHNOLOGY



# Context

Overall restaurant sales are predicted to grow steadily at 2-3% per annum for the next few years and the UK branded dining market expected to be worth c £25bn by 2020. Up to a third of consumers will be eating out once a week.

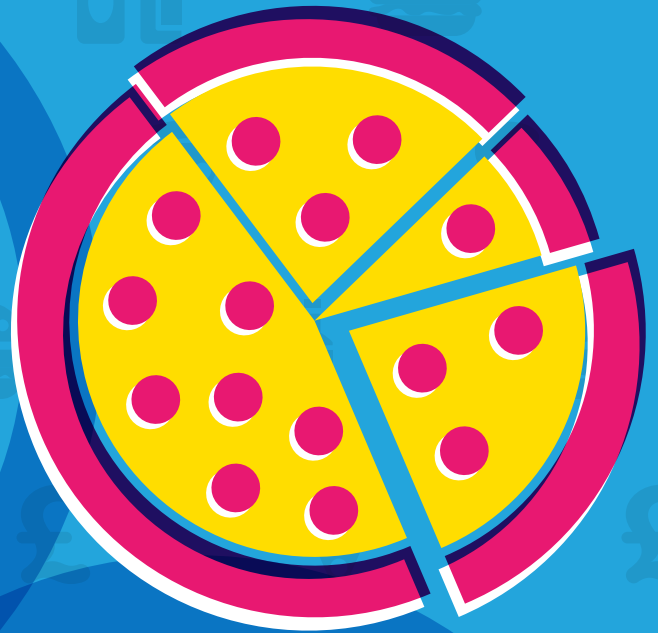
Although eating out continues to be prioritised by consumers, in an increasingly competitive market casual dining brand owners need to remain focussed and find new ways to innovate and drive loyalty. Staying ahead of the game, using the best research solutions available, is essential to help both gain and maintain competitive advantage.

Market Measures has a suite of **qualitative** and **quantitative** solutions designed specifically for the casual dining sector. New, more emotional research methods are blended with behavioural technology and familiar traditional techniques.

Market Measures has a natural fit with the Casual Dining sector. With a 30+ year heritage of research in Casual Dining, as well as Food & Drink brands and Retail, we draw on our expertise across and within each sector - the result is a cohesive offer of creative and hybrid solutions, specifically designed to help Casual Dining brands maximise sales and ROI.

## Maximising ROI through menu design

Finding the menu design that sells the most profitable dishes and looks good at the same time. A leading casual dining client wanted to put their menu through its paces using elements of our Menu Optimisation Suite™. Combining qualitative, quantitative and eye-tracking we identified the optimum menu design for visual appeal, navigability and likely impact on purchasing and commercial KPIs. The winning design route was immediately launched across the full restaurant estate and contributed to the reported uplift in YoY sales.



# CASE STUDIES

## Customer journey mapping for takeaways

Our client was keen to understand the contribution its out-of-restaurant takeaway offer made to the overall business from the customer perspective. Through a mix of qualitative and ethnographic approaches we explored the motivations behind takeaway ordering and the associated decision-making process at all key touchpoints in the customer journey. Pinpointing opportunities, as well as critical areas for focus, were identified to feed into the future management of the takeaway arm of this thriving restaurant business.

## Kids food benchmarking

A major family-orientated chain was reviewing its Kids Menu offer and needed to understand how a series of newly developed dishes performed against their current counterparts among the target group of 5-11 year olds. The Kids menu design also needed a refresh and so we employed a two-pronged solution. Creative workshops with Mums to understand Kids' food choices to feed into the menu design plus interactive quantitative food tasting sessions with the children in-restaurant. Clear winning dishes were taken forward for full-scale development and a new menu design generated to coincide with and complement their launch.



# A suite of tools to help maximise £ sales

Combining techniques and crafting new solutions to enable reliable and robust insights for making commercial decisions.



## CUSTOMER EXPERIENCE

Journeying - understanding current and competitor experiences and motivations

Voice of the Non-customer™ - identifying barriers and reasons for non-visit

Vision Possible™ - a lens on the future for the casual dining experience



## BRANDING AND DESIGN

Exploring and developing personality, TOV, backstory

Making the interior, exterior /fascia work as hard as possible

Cohesion – examining and optimising cross-collateral and multi-channel brand synergy



## FOOD PROPOSITION

Identifying winning concepts: from ideation through to finished 'dishcepts'

Product performance and delivery - in and out of restaurant

Post evaluation – understanding repeatability and impact on visiting



## MENU OPTIMISATION SUITE

Understanding appeal and aesthetics of menu design

Optimising the depth & breadth of choice/range on the menu

Exploring navigation, ease of use, layout and 'dish standout'



## PRICING

Pricepoint™ - price elasticity, sensitivity, ceilings

Trade-off, modelling, framing and anchoring techniques

Measuring ROI dish by dish or total bill

Find out more...

To discuss how we can help you, please call Rachel Cristofoli on **07921 508877 / 023 8046 0924**, or email [rachelcristofoli@marketmeasures.co.uk](mailto:rachelcristofoli@marketmeasures.co.uk)