

## Case Study

### Creative Development & Television Production • Hospitality

#### Background

A chain of fine dining restaurants in the southeast faced increasing competition and was experiencing reduced patronage at key locations. The client had recently launched an affiliated chain of restaurants targeting the more casual dining segments, however it was facing challenges in properly branding these new restaurants.

The company asked Altyris to develop an advertising campaign that would attract new customers to its restaurants, bring back its past patrons and position its restaurants as the more desirable dining experience.

#### Analysis and Teamwork

Our strategy team held detailed discussions with the client to gain a thorough understanding of its organization, targeted segments and past marketing activities. We analyzed the market and profiled the client against its competitors to better understand strengths and opportunities.

The creative and media teams produced an advertising campaign positioning the client's restaurants as a superior dining experience at an affordable price. Advertisements focused on the customer's experience of excellent food and exemplary service. Advertisements were placed on television, billboards and in publications in areas served by the client's restaurants. Our creative team also developed and launched a new Web site to support advertising activities and further enhance the brand identity. Our media services team worked with the client to place advertising for maximum effectiveness within the targeted segments.

#### Results

Restaurant traffic increased significantly at all locations (actual increases varied by location). Two new restaurants were opened during the campaign, both realized immediate success and high traffic. Our campaign received two national awards (for television and Internet) and successfully delivered the brand message to the targeted segments in each region.