

## Case Study

### Conceptual Development • Hospitality

#### Background

A family of gourmet restaurants had recently launched a similarly-named casual dining concept in several cities. However, it had encountered significant brand confusion, with its customers failing to understand the differences between the two restaurant concepts. Sales had suffered in all locations of both restaurants as a result.

The client asked Altyris to create a branding concept and messaging that would differentiate the two restaurant families but at the same time allow the newer casual dining restaurants to benefit from the reputation and goodwill of the more established gourmet restaurant brand.

#### Analysis and Teamwork

Our strategy and creative teams performed a detailed evaluation of both restaurants' brand identities referenced against their target demographics. We found that the core market demographics for both restaurants were substantially the same; however each restaurant family met a different need within those demographics.

A detailed conceptual plan was developed; outlining creative design elements that would highlight the differences between the restaurants as well as messaging that would share the excellent reputation of the gourmet restaurants with the lesser-known casual dining restaurant family. Our creative team then designed, produced and launched new literature, websites, print and television advertising based on the conceptual plan.

#### Results

Patrons of the two restaurant chains quickly gained an understanding of the differences between the two restaurant families while also recognizing their similarities. Patronage of both restaurant families increased in all cities. Within six months, the gourmet restaurant group experienced an 11% increase in receipts, while traffic at the casual dining restaurants grew by more than 32%.

Satisfying an important goal for the client, significant numbers of its gourmet restaurant patrons became customers of its newer casual dining restaurants as well, frequenting them for less formal meals.