

dinetec

IN ACTION

opportunity

Creative that drives results

A national family dining concept was looking to rebrand and optimize their core menu to achieve financial objectives.

strategy

Leverage tools & technology to optimize menu

- Mapped current menu & met with client to review analysis, creative & menu objectives
- Creative process to develop menu layouts that achieved core menu goals
- Continual mapping of proposed creative options to determine optimal layout for predictive eye-tracking
- Presented top 2 design layouts along with 3 menu cover options
- Overlaid projected sales data on new design against final mapping results
- Adjustments made to further optimize item placement

results

The new menu was tested in several markets. Based on positive feedback, the next step was **to launch nationally.**

