

*dinetec*

# IN ACTION

opportunity

## **Creating focused attention on high margin items**

A regional LSR company was looking to optimize their menu boards (digital and analogue) and handheld menus for their two brands and corresponding locations.

strategy

## **Leverage tools & technology to optimize menu**

- Mapped current menu boards & POP, performed financial review from client-provided data & overlaid our mapping results
- Reviewed correlation between creative and margins & began to reposition menu sections & items for optimal performance
- Introduced new creative aligned with brand standards, including new elements such as images, new sections and specialty icons
- Continually mapped the proposed menu design

results

Final creative with item optimization was **approved and implemented.**

