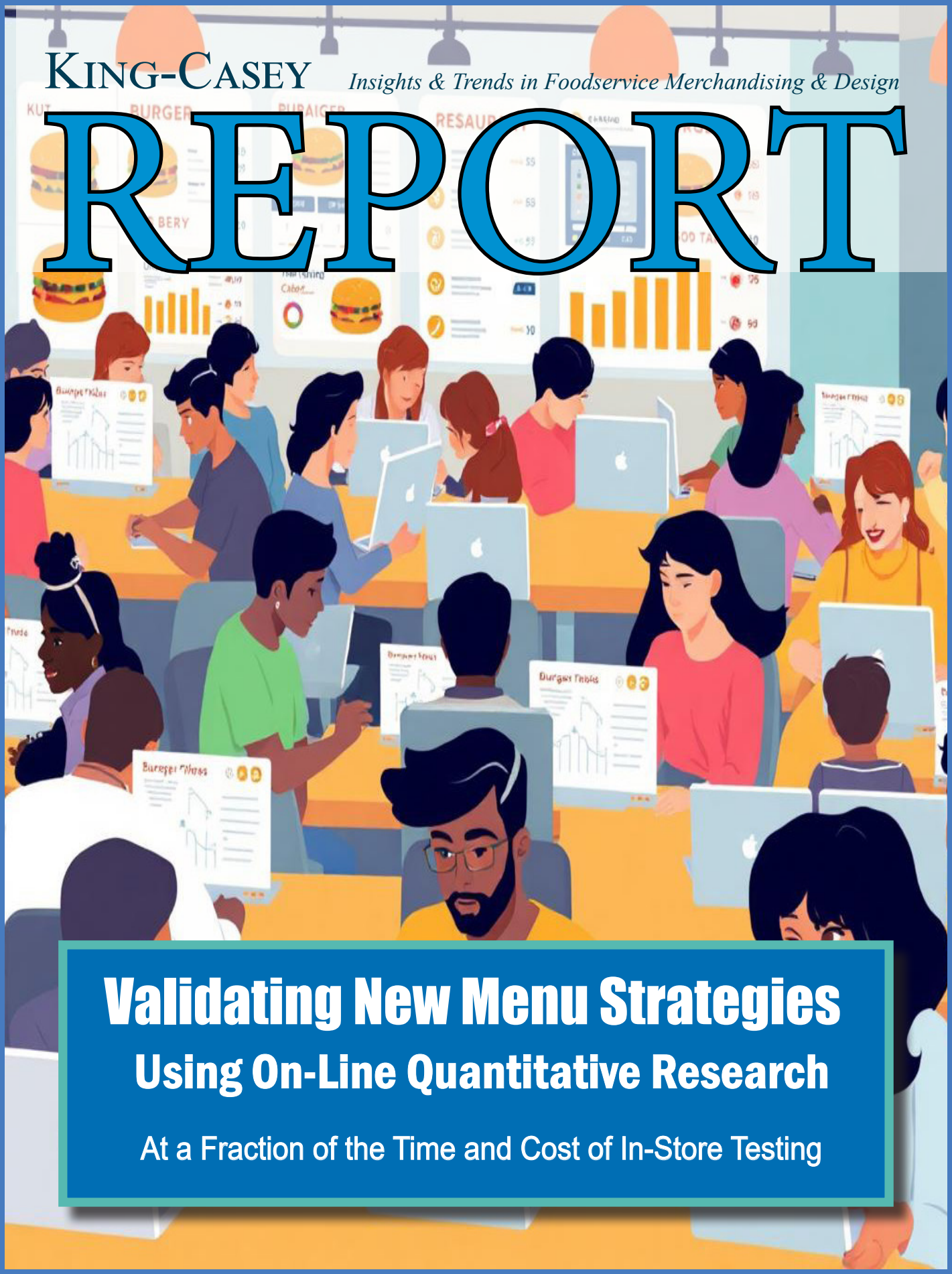
KING-CASEY *Insights & Trends in Foodservice Merchandising & Design*

REPORT



Validating New Menu Strategies

Using On-Line Quantitative Research

At a Fraction of the Time and Cost of In-Store Testing

Validating New Menu Strategies

Using On-Line Quantitative Research

Crafting an optimized menuboard can significantly increase sales, boost profits, and enhance customer satisfaction. A wise strategy is to validate the new menuboard design prior to rolling out the new design throughout the system.

Typical Validation Approach

After developing a range of menuboard designs, many brands pick their single “favorite” menuboard design execution and go straight into an actual store test. This approach involves a high degree of subjectivity, production and installation costs, as well as an investment in time (it typically takes 8-12 weeks to get a reliable read on whether the new menuboard outperforms the current menuboard).

Here's a Faster, Less Costly, and Better Approach to Determine Menu Performance

After strategic menuboard design alternatives have been created in pre-finished form, we use online quantitative consumer research among hundreds of customers to evaluate, not just one, but *several different* menuboard design strategies against the current menuboard (which is used as a control). Within just a few weeks, the findings from the research confirm the best strategy to put into stores. There’s no need for management to guesstimate which will be the winner. Your own customers will tell you.

Considerable Data is Ascertained

- The average check size that each strategic alternative could produce
- The average amount of time for consumers to formulate their order
- Attitudinal responses to and preference among menuboard alternatives
- Whether anything different was ordered today, and why
- Overall opinions of ordering from this menu board
- Perceived menu "value for the money"
- Attitudes toward the menuboard and menu items on each of 16-20 attribute/ benefit dimensions such as ease of finding desired items, number of items to choose from, amount of information, legibility, organization, good choices, etc.
- Comprehension difficulties -- e.g., is there anything confusing or hard to understand
- How this menuboard compares to that of other competitive restaurants
- How, if at all, this menuboard might affect future visits
- How the menuboard impacts brand perceptions

This Approach Delivers Valuable and Objective Insights

The data collected in these online validation surveys is significant, and it provides great confidence that the best-performing menuboard strategy in the consumer research will also be the best-performing menuboard design in the marketplace.

TODAY'S ORDER BEHAVIOR

(Interior -- Table 3a)

	Total Monadically Evaluating Int. Boards:			
	Current	Test D-1	Test F-1	Test G
BASE: All Respondents	(85)	(72)	(75)	(76)
	%	%	%	%
Elapsed time to order (Minutes)	3.8	2.9	3.6	2.4
Todays order: Same as usual	64	64	45	70
Something diff.	36	36	55	30
Ave. Number of Items Ordered	3.1	3.8	3.2	4.0**
Average Check	$17.01	$19.67	$15.67	$21.79**
Difference from Current		+15.6%	< 7.9%>	+28.1%

** If the sample of consumers evaluating Test G were better balanced to have exact same gender composition as other monadic exposure cells, the average number of items ordered would not change and the average check would be $21.64, a +27.2% difference from Current

Order Behavior

In the above example from an actual online menuboard validation project, we see that Test D-1 and Test G outperformed the Current menuboard as related to the average number of items ordered, and the average check. In addition, Test D-1 and Test G reduced order time significantly.

ATTITUDINAL DIAGNOSTICS

(Interior – Among XYZ users) (Table 4g)

	Total Monadically Evaluating Int. Boards:			
	Current	Test D-1	Test F-1	Test G
BASE: All XYZ Users+	(63)	(53)	(39)	(46)
	%	%	%	%
Liked ordering from board (Net)	88	90	93	95
Liked it a lot	58	71	58	86
Positive rating of board (Net)	88	92	85	93
Rated it Excellent	47	63	53	70
Positive rating of value (Net)	69	79	71	86
Rated it excellent	31	39	25	57
Inclination to visit more often (Net)	50	63	47	75
Definitely would visit more often	25	34	27	54
Opinions would be improved (Net)	64	74	64	77
Greatly improved opinions	28	39	18	57
Communicates Positioning (Net)	70	82	80	86
Does excellent job of communicating	36	52	29	57

+Visited XYZ in past 3 months

Attitudinal Responses

Above we see that these same two test menuboards (Test D-1 and Test G) significantly outscored the Current menuboard on all of these attitudinal attributes.

KING-CASEY IS THE FIRM THAT THE WORLD'S LEADING RESTAURANT AND FOODSERVICE BRANDS COME TO WHEN THEY WANT RESULTS

King-Casey provides practical, analytics-driven insights and research-validated solutions for restaurant and foodservice brands. We are renowned as the leader in providing comprehensive, turn-key Menu Optimization Services that increase sales, profitability and the customer experience.

Collectively, our services provide advanced solutions that enable our clients to unlock the full potential of their menu, and achieve significant, measurable business results. No other firm provides such comprehensive menu optimization analytics and solutions.

Our Suite of Services Include

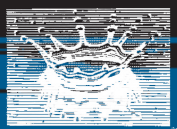
- Consumer insights
- Attitude and usage research
- TURF research and analysis (optimal item assortment)
- Menu performance analysis
- Menu operations analysis
- Menu reengineering
- Pricing and Revenue Management
- Menu strategy
- Menu communications and design (web, mobile app, kiosks, menuboards)
- Menu design testing and roll-out
- Total store communications (path-to-purchase)

The Benefits Are Immediate and Meaningful

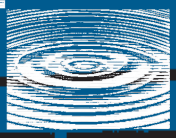
- Increased sales and profitability
- Improved customer experience
- Totally integrated solutions
- No loss or dilution of insights and data due to their transfer from one consulting resource to the next
- Cost and timing savings resulting from combining the full suite of services under one umbrella

Want to Know More?

Please call Tom Cook, Principal, King-Casey at (203) 571-1776. Or email Tom at: tcook@king-casey.com.
Take the first step in optimizing your menu and increasing your business performance.



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