

Problem / Opportunity

This client enjoyed being able to service many different occasions and demographics. Despite that, the clients product offering was tightly associated with attributes that either prevented people from going altogether or could have also led to vetoes from members when groups were considering where to go. As the current customer and employees loved the current offering, whatever solution was brought to market would need to naturally fit and be complementary such that both audiences would accept.

Solution

Recognizing this barrier to use, Scotch Game helped define the attributes and imagery that could lead to a more everyday occasion. Work was done to identify and foster areas of overlap between this new and current offerings to ensure that it would work commercially and within the stores. With these ideas in mind, Scotch Game led the development of initial concepts through bench-top development all the way through testing and eventual system-wide deployment. This new offering hit financial targets, markedly improved key brand attributes that were believed to lead to longer-term growth measures, and showed growth from new segments.

Key Benefits Realized

- Provided new reason to use for those who would not consider
- Met and exceeded financial targets
- Brought new imagery and attributes to brand helping to extend consideration

Developing a new product platform to open up new occasions**Snapshot**

This client wanted to find a new way to drive consideration and visitation from customers who would not consider it for certain occasions. The client was mindful that any change may disrupt current customer and employee attitudes. The work would need to be deployed in a way that the market and field teams would accept. Scotch Game developed the attributes and imagery that would integrate with the current offering and then led design, development, and deployment of a whole new cross daypart menu platform that changed consideration for the company.