



M/A/R/C® optimized positioning for a national casual dining brand to better resonate with evolving off-premise needs

THE CHALLENGE

Our client needed to respond to the growing curbside opportunity in the casual dining category. Identification of compelling messaging that best addressed consumer needs was critical to optimize key points of differentiation.



Primary research considerations...



Assess relative importance of restaurant takeout dimensions



Determine most persuasive messaging and reason to believe



Pinpoint content focus and optimize wording of positioning statements



THE SOLUTION

M/A/R/C® evaluated 5 new positionings versus the current. M/A/R/C®'s solution provided the Activation Potential for each, while highlighting and perceptual diagnostics identified strengths and weaknesses in the message.

THE RESULT

M/A/R/C® identified the message most likely to drive incremental curbside demand, ensuring the brand's fair share of curbside opportunity and maintaining visits to this brand. The research further pinpointed ways to focus the messaging on the most important needs and enhance wording to maximize appeal.

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