

CASE STUDY

identifying opportunity through custom research

Restaurant A&U Study

The Issue:

A national fast food chain was facing declining sales and did not have a clear image with consumers.

The Solution:

In response, the chain developed a new strategy involving a streamlined menu, a new line of high quality burgers, and a provocative ad campaign for a regional test. MRSI designed a phone-based tracking study, with a pre-wave before the launch and three post-waves after the introduction of the new burger line. Results clearly showed that the new burger line and ad campaign were a major success in the regional test.

Business Implication:

The new product launch increased awareness of the chain and its advertising, generated more traffic and trial, and changed some existing negative perceptions. The fast food chain was perceived as more honest, confident, and energetic due to the new ads. Based on this compelling consumer response, the new burger line and ad campaign was expanded nationally and has generated strong sales.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.