

Fast Casual Restaurant Logo Research

2004

Prepared by

STRATEGIC NAME
development

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Methodology

- **About the Study**

Strategic Name Development conducted this research Online, selecting respondents randomly from among an SSI national consumer panel of over 1,200,000 participants. The sample was balanced geographically, by gender, age and income. The survey was conducted in late January 2004. Logos selected for the study were chosen to represent a broad cross-section of growing fast casual theme restaurants and were judged on the concept criteria of : meals purchased at the counter, food made-to-order, average ring of \$6 to \$9, more unique and sophisticated than fast food..

- **About the Author**

William Lozito is the founder and president of Strategic Name Development brand name consultancy specializing in brand name development and testing. He has food industry marketing experience with Pizza Hut, General Foods and Pillsbury. He may reached at bill@namedevelopment.com, or 952-830-4100.

Methodology

- All logos tested were rotated to avoid position bias



Number of locations	255	45	89	82	48
Number of states	26	4	9	12	5
Sales	\$249 million	\$7 million	\$136 million	\$84 million	n/a

Methodology

- **The following description of Fast Casual restaurants was used**
 - All five logos you are reviewing are for “Fast Casual” restaurants. “Fast Casual” restaurants are usually defined as
 - Meals are purchased at a counter
 - Food is made-to-order
 - The average total meal price ranges from \$6 to \$9
 - Food is unique and more sophisticated than Fast Food

Objective

- **To gain consumer feedback and insight on five Fast Casual restaurant logos in terms of**
 - **Ideal logo characteristics profile**
 - **Fast Casual Logo attribute association**
 - **Logo motivating a consumer to want to eat at that restaurant**

Findings - Intrinsic / Latent Associations


























- When asked what first came to mind, after viewing the Fast Casual logos, Fast Casual customers understood the Corner Bakery restaurant, but they were completely unsure about the Briazz and Cosi restaurants

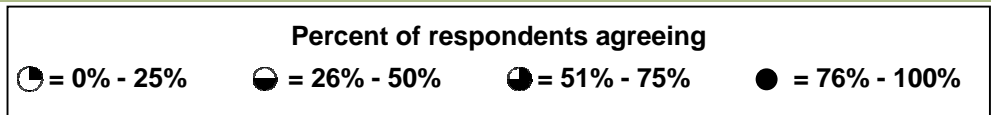
				
<ul style="list-style-type: none"> Mexican food, fresh Mexican food Fresh ingredients, emphasis on fresh Salads, lettuce, salad bar California, food from California Vegetables and produce Jamaican food 	<ul style="list-style-type: none"> Italian, Italian restaurant Red letters Hard to read Upscale, formal, stuffy Jazz music Adult contemporary atmosphere Undistinguishable background Pizza restaurant 	<ul style="list-style-type: none"> Fresh Breads, bagels and coffee Baker - fat and big, cute Fattening place to eat Smell of fresh baked bread Sandwiches Real chefs and bakers 	<ul style="list-style-type: none"> Unsure of what it was for Would not have known it was a restaurant unless told so Ethnic - Mexican, Italian, Native American and Spanish Sun and moon Cosi Museum, Cosi Science Center Simple, modern trendy Expensive Southern California 	<ul style="list-style-type: none"> Bar or pub Drinking, "Beer bellies" Pigs Old-fashioned food, comfort food Large portions, lots of food Big sandwiches Fattening food, will get a potbelly from eating there Potbelly stoves

Findings - Ideal Logo Characteristics Profile

- **Baja Fresh had the highest scores on two logo characteristics**
 - **Easiest to read**
 - **Simple design**
- **However, the Baja Fresh logo is not very distinctive**
- **The Corner Bakery logo, when considering all the logo characteristics, edged out the other logos**
- **The Cosi logo was a very good performer**
 - **It was comparable to the Corner Bakery logo, but lower on fit to concept**
 - **It was also relatively**
 - **Easy to read**
 - **Simple in design**

Findings - Ideal Logo Characteristics Profile

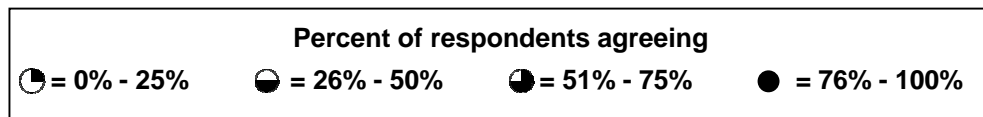
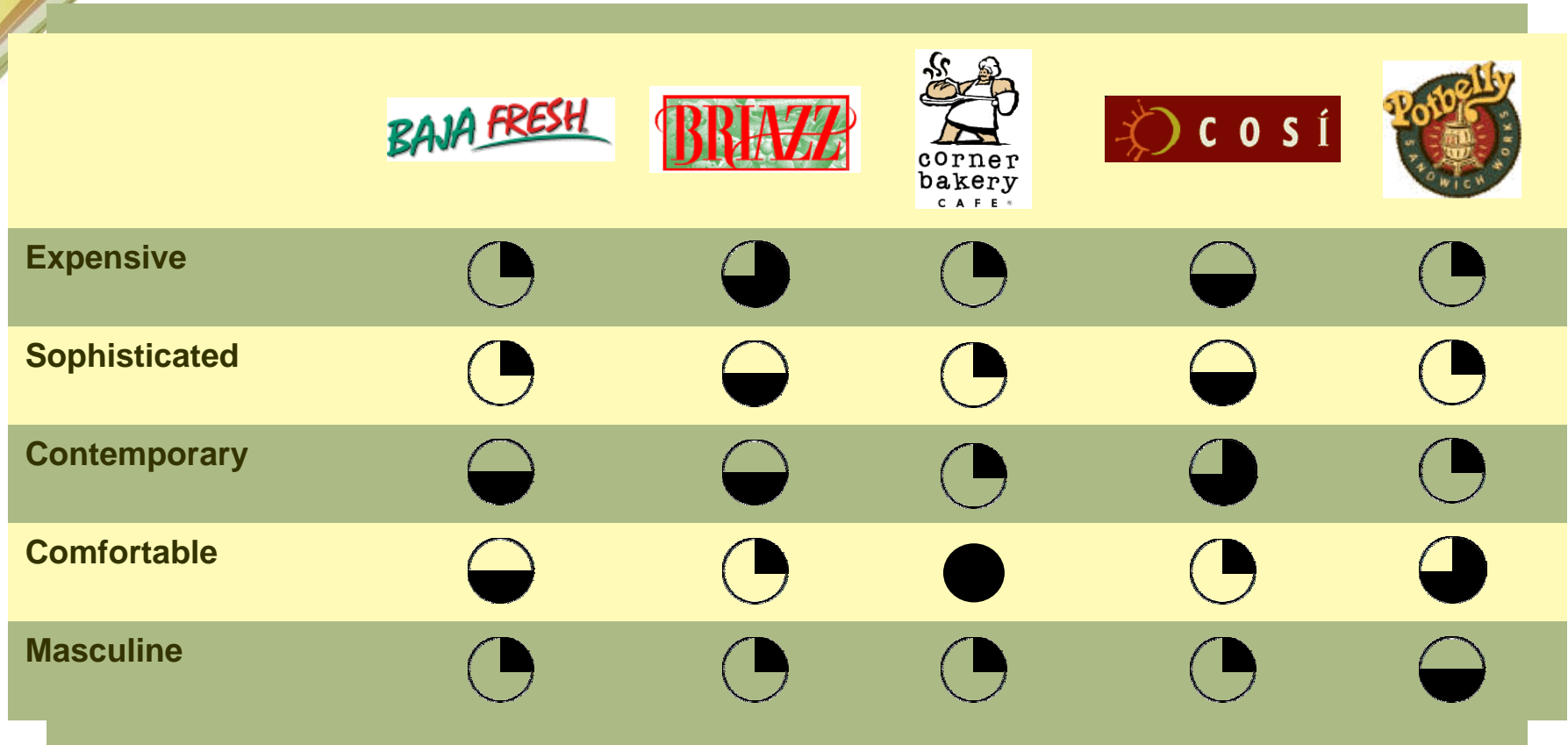
					
Distinctive					
Easy to Read					
Simple					
Fits (the concept) Completely					



Findings - Ideal Logo Characteristics Profile

- **The Briazz and Cosi logos may convey too much class for the Fast Casual market**
 - Both are seen as expensive and sophisticated
 - Additionally, neither logo conveys a comfortable place to eat
- **Respondents reported feeling most comfortable when viewing the Corner Bakery's logo, which is consistent with a Fast Casual restaurant**

Findings - Ideal Logo Characteristics Profile



Findings - Fast Casual Restaurant Attributes

- **Eight attributes, in part, help define the consumers perception of a Fast Casual restaurant**
- **The Corner Bakery logo does the best and most consistent job of perceived delivery of these attributes**
 - **Consumers are confident taking their family or dining with a co-worker at the Corner Bakery**
 - **The Corner Bakery logo evokes good feelings**
 - **Fast Casual restaurant patrons can trust Corner Bakery to provide good food**
 - **Finally, a big plus, the restaurant is seen as local with the name most likely reinforcing this perception**
- **In addition, significantly more respondents reported that the Corner Bakery logo did the best job of enticing them to dine there**

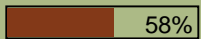
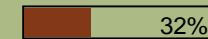
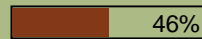
Findings - Fast Casual Restaurant Attributes

- **The Baja Fresh logo does the next best job of creating the perception of a desirable Fast Casual restaurant**
 - It is particularly strong on conveying healthy food - an example of the interrelationship between the restaurant name and logo
 - The Baja Fresh logo conveys a place to go to with a co-worker, rather than the family
 - The logo also conveys good tasting food, again the name a likely key factor in this perception
- **The remaining Fast Casual logos have attribute perceptions somewhat similar to each other, but less consistent than Corner Bakery and Baja Fresh**

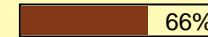
Findings - Fast Casual Restaurant Attributes



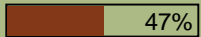
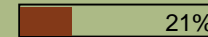
I would like to go to this restaurant with my family



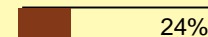
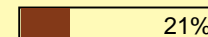
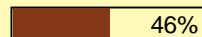
I would like to go to this restaurant with my co-worker



I get a good feeling thinking about this restaurant



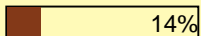
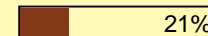
This is a restaurant I can trust



I have a strong interest in learning more about this restaurant



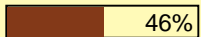
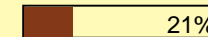
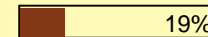
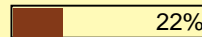
This restaurant offers healthy food



This restaurant has good tasting food



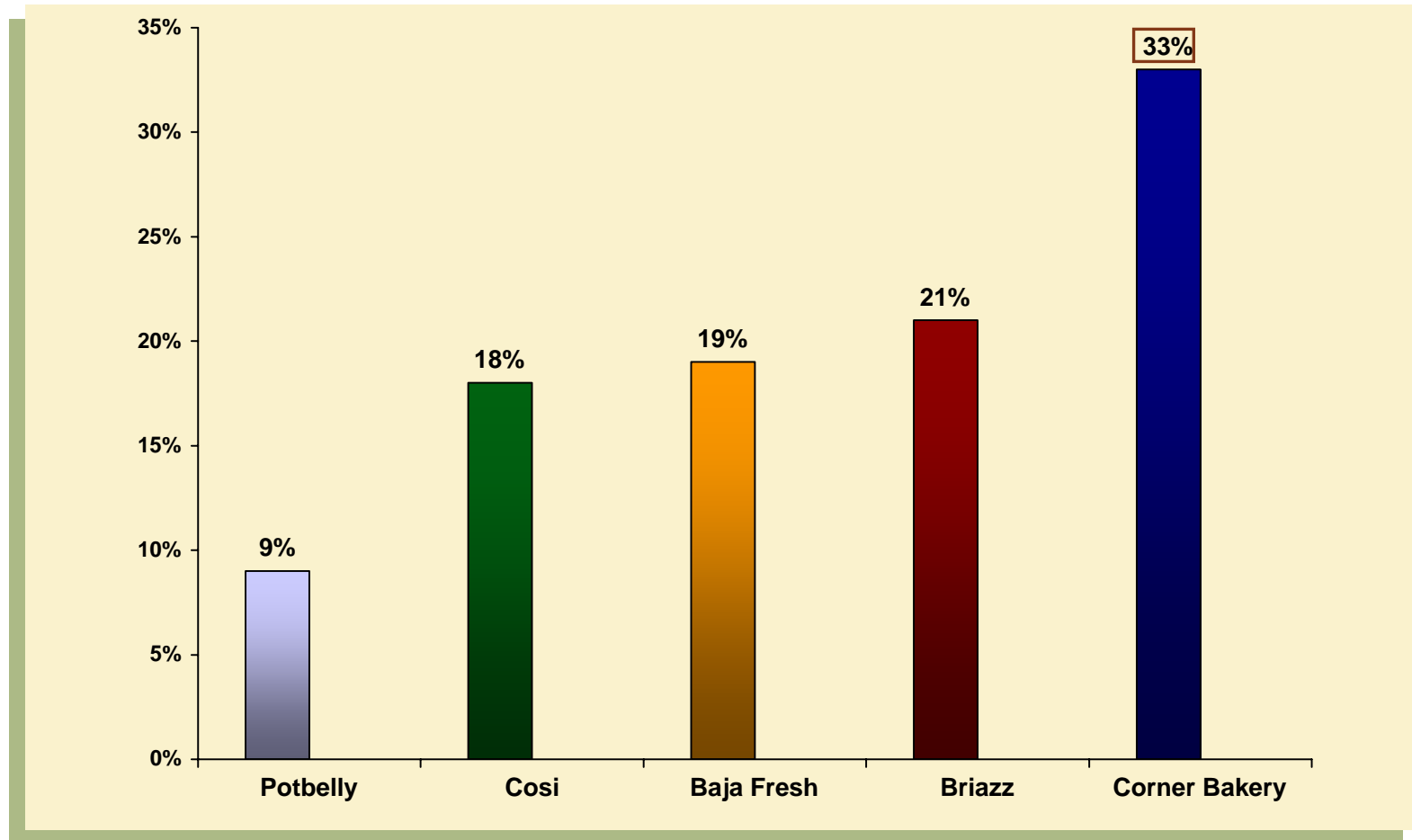
I feel like this is a local restaurant



Findings - Logo Makes You Want to Eat at Restaurant

Please rank the following logos 1 through 5, in order of the logo that makes you most want to eat at the restaurant, where 1 = the restaurant you would most likely eat at, and 5 = the restaurant that you are least likely to eat at.

- Percent Ranking First -



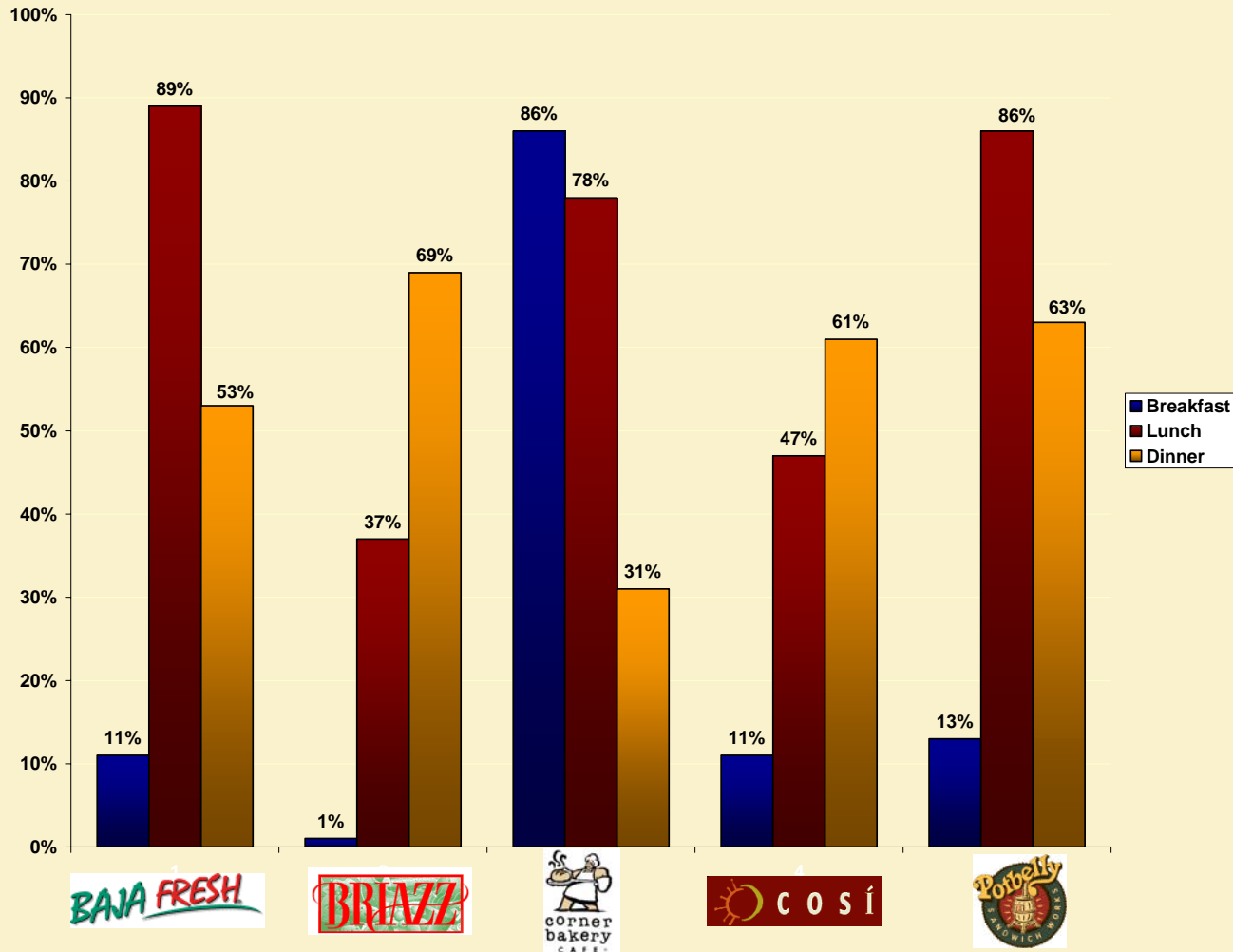
□ = Significantly higher than all other percentages

Findings - Meal Occasion

- **In general, consumers knew which meal occasion each of the Fast Casual restaurants caters to**
 - **Corner Bakery is where the majority (86%) would go for breakfast; but many (78%) would also return for lunch**
 - **Both Potbelly and Baja Fresh have captured the lunch crowd with over 85% saying they would purchase their mid-day meal there**
 - **Cosi and Briazz, both offer an upscale table service in the evening, and were pegged as the places to have dinner**
- **Four out of the five restaurants tested offer similar menus of sandwiches, soups and salads, but**
 - **Less than half felt that they would purchase lunch at Cosi or Briazz**
 - **Only a third of respondents indicated that Corner Bakery would serve as an adequate dinner venue**

Findings - Meal Occasion

Select which meals you would be most likely to purchase from each of the following restaurants
(Select all that apply)

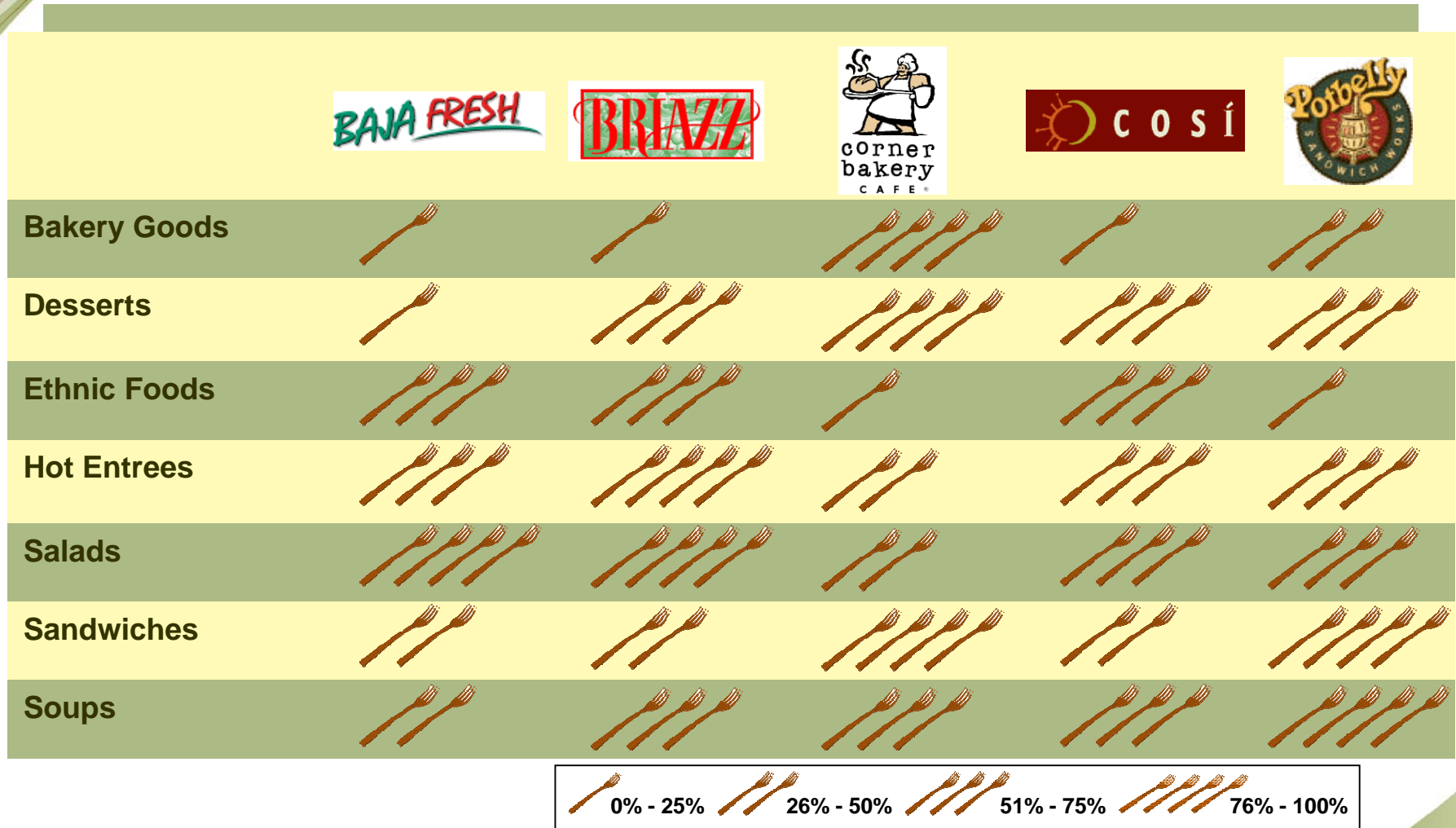


Findings - Expected Menu Offerings

- **Both the logo design and the name influenced respondents' opinions on what each Fast Casual restaurant would feature on its menu**
 - More than half the respondents assumed that Baja Fresh and the two coined names, Briazz and Cosi, offered ethnic foods
- **In many cases respondents felt that the logos and/or names did not reflect the actual menu offering**
 - Consumers didn't think that either Cosi or Briazz offered sandwiches
 - When it comes to hot entrees or salads, there is a disconnect between consumers' expectations and, what Corner Bakery's delivers
 - Respondents did not presume that Corner Bakery's menu extended beyond the usual soups, sandwiches and baked goods

Findings - Expected Menu Offerings

Select which types of food you think would be offered at each restaurant (Select all that apply)



Conclusions

- **Fast Casual restaurant logos should be**
 - **Easy to read**
 - **Simply designed**
- **The more stylized the logo, in conjunction with a neologism (coined) name, the less the Fast Casual customer understands about the restaurant**
- **Yet easy to read and simply designed logos should not come at the expense of**
 - **Being distinctive**
 - **Conveying the essence of the Fast Casual concept**

Conclusions

- **Corner Bakery logo and name does the best and most consistent job of delivering on the most important Fast Casual attributes**
 - **Evokes good feelings**
 - **A trusted place for good food**
 - **Consumers are confident taking their family or dining with a co-worker at the Corner Bakery**
 - **Finally, a big plus, it's perceived as local**
- **And the Corner Bakery logo and name is the best at motivating customers to want to dine there**

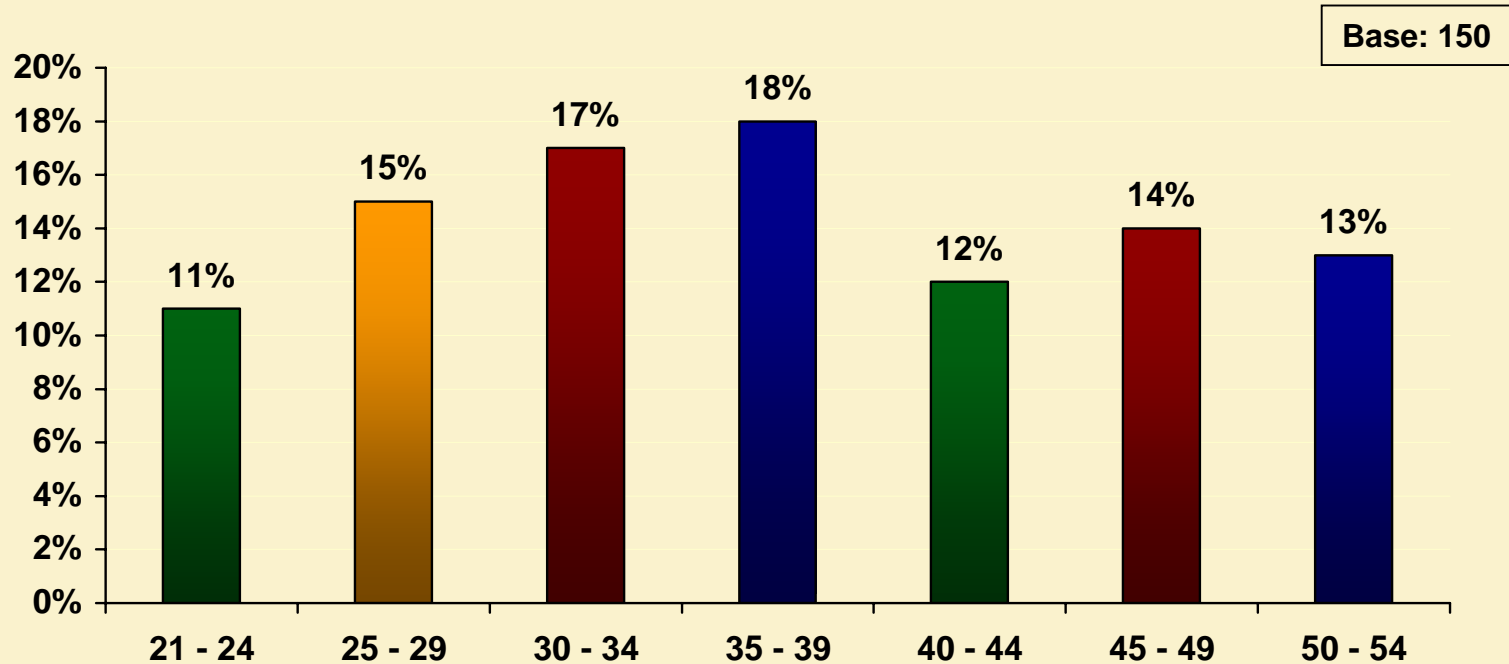
Conclusions

- **A restaurant name is the foundation for its logo. The logo design should enhance and reinforce the name**
 - The main advantage of a neologism (coined) restaurant name, is that its meaning can be defined over time - As the restaurant menu expands and evolves, the original name still works
 - The main disadvantage of neologism (coined) restaurant name, is that it takes more money and time to establish
 - The main advantage of a descriptive restaurant name, is that it more quickly conveys the restaurant offering
 - The main disadvantage of a descriptive restaurant name, is that it may no longer fit as the restaurant evolves and is a weaker trademark

Appendix

Demographics

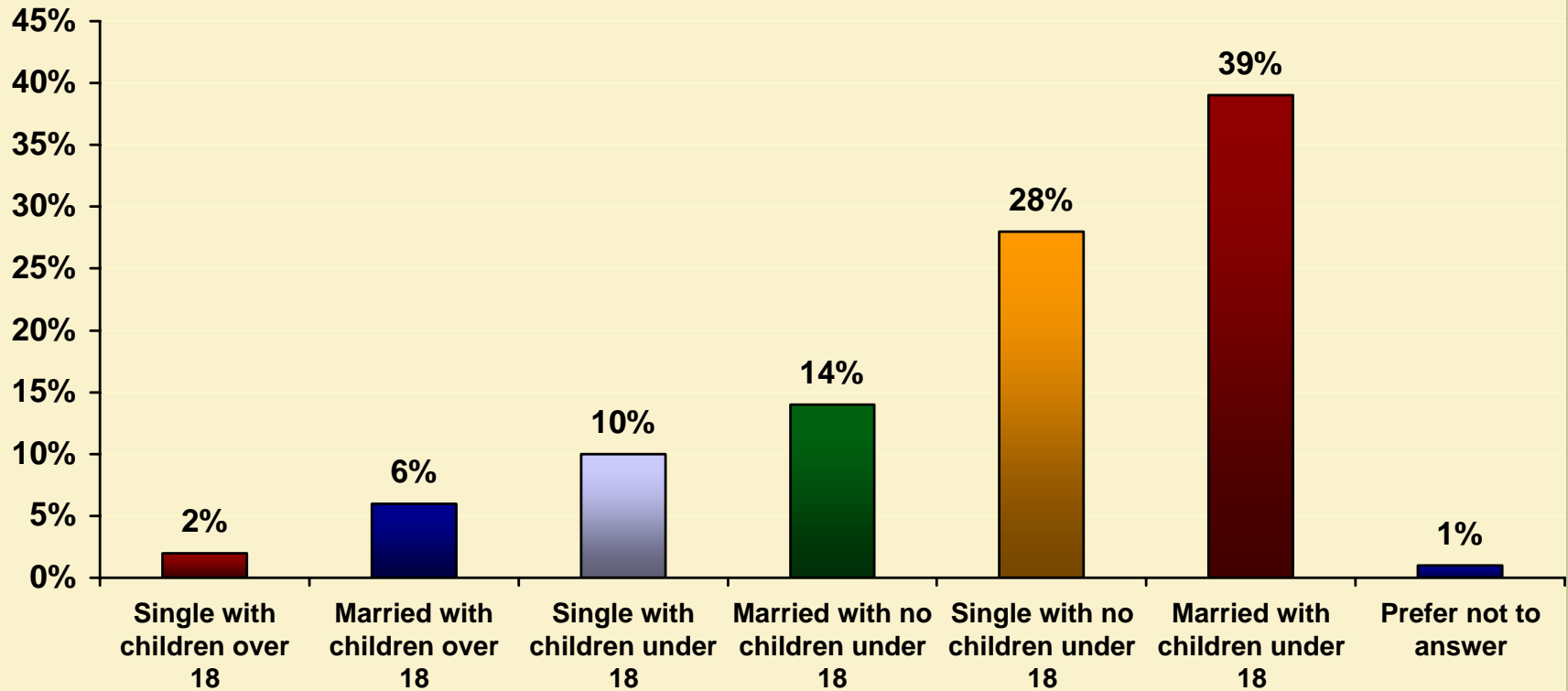
Which category best describes your age?



Demographics

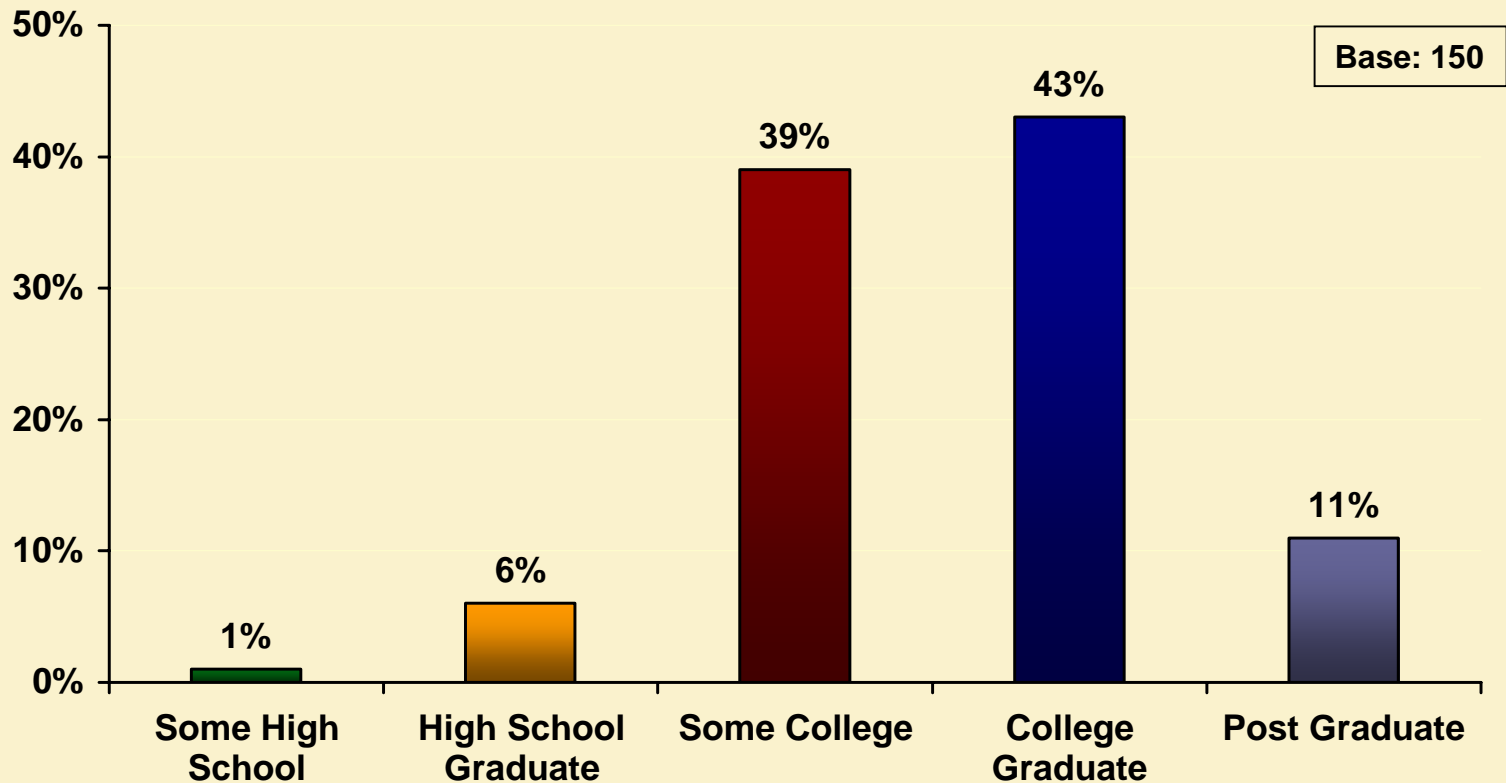
Which of these best describes you?

Base: 150



Demographics

What is the last level of school you have had the opportunity to complete?



Demographics

Which of the following groups best describes your ethnic background?

