



Tabletop marketing messages that drive repeat business and inspire recommendations

New restaurant patron survey identifies most compelling marketing messages and assets to drive repeat business and inspire recommendations.

Marketing Message:



Loyalty programs

Messages about loyalty clubs or programs that the restaurant offers for regular / frequent customers.



Community

Messages about local community, such as community events or support for local groups or sports teams



Specials/events

Messages about the restaurant, such as specials, seasonal or holiday events, or special food/beverage products that are served at the restaurant.



Causes/charities

Messages about the restaurant's support for specific causes and / or charities.



Environment

Messages about environmental initiatives, including sustainability, recycling programs, or ways the restaurant in saving energy/ reducing its carbon footprint.

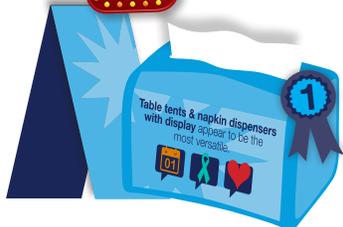


Story/history

Messages showcasing the restaurant's story or history, such as how it was founded or its claim to fame.



Tabletop Marketing Assets



Placemats are also versatile assets, especially for showcasing the restaurant's *story/history*, support for specific *causes or charities*, as well as *environmental messages*.

Menus are appropriate for a narrower range of message types, especially *specials/events* and the restaurant's *story/history*.

Napkins, table tents/napkin dispensers with display, placemats perceived as a strong fit for *environmental messages*.

Loyalty programs are seen as highly appropriate for Fast Casual restaurants, while messages highlighting the restaurant's *specials/events* and its *story/history* are seen as highly appropriate for Full Service Restaurants.



Messages that Drive Repeat Business

1 LOYALTY PROGRAMS – 72% Extremely/Very Likely to Drive Behavior

Messages about **loyalty programs** are the strongest way to inspire repeat visits. *Table tents/napkin dispensers with display, menus, and placemats* are the best assets to use to communicate these messages.



75%
Appropriateness
of Asset



59%
Appropriateness
of Asset



44%
Appropriateness
of Asset

2 SPECIALS/EVENTS – 62% Extremely/Very Likely to Drive Behavior

Specials or events also inspire repeat visits. *Table tents/napkin dispensers with display, and menus* are the best assets to advertise specials or events.



75%
Appropriateness
of Asset



44%
Appropriateness
of Asset

3 ENVIRONMENT – 56% Extremely/Very Likely to Drive Behavior

Messages about the **environment** can inspire repeat visits and recommendations. These messages would be appropriate on napkins, table tents/napkin dispensers with display, and placemats (paper products).



56%
Appropriateness
of Asset



47%
Appropriateness
of Asset



47%
Appropriateness
of Asset



How to Inspire Recommendations

Several types of messages can encourage patron recommendations, including messages about **loyalty programs**, support for **causes/charities**, news about **specials/events**. *Table tents/napkin dispensers with display* are the best marketing assets for communicating **loyalty programs** and **causes/charities**.



 **Loyalty Programs**
58%
Extremely/Very Likely
to Drive Behavior

 **Causes/charities**
55%
Extremely/Very Likely
to Drive Behavior

 **Specials/events**
54%
Extremely/Very Likely
to Drive Behavior



Women are significantly more likely to recommend restaurant based messages on environmental initiatives, causes/charities and loyalty clubs.

Women aged 18-34 are more likely recommend based on environmental initiatives and loyalty clubs.

Women are significantly more likely to visit restaurant again based on messaging about loyalty clubs.

Go to www.torkusa.com/adaglace to create your own tabletop marketing message with a customized Tork Xpressnap dispenser insert card.