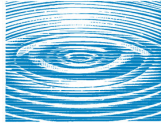


KING · CASEY



BRAND · RETAIL INNOVATORS

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Insights from Client Best-Practice Strategies and Results



Latinicity Uses Total Store Messaging to
Increase Business Results and its Customer Experience



Creating a Total Store Messaging Strategy and System

A Latin Food Hall

The crowds have been pouring in to shop and eat at Latinicity, a fast-casual food hall featuring Latin street food. It's the brain-child of celebrity chef, Richard Sandoval, and it's located on the third floor of a mall in downtown Chicago.

Latinicity offers guests authentic Latin street food from 10 innovative kitchens, a tapas restaurant, coffee cafe, full bar, market and lounge. There is also Latinicity's Loncheria, a "grab-and-go" mini version located on the ground level of the mall near the subway entrance which targets commuters. With two locations on different levels, so much space, so many food and beverage locations, a well-thought-out messaging strategy and system was needed to help customers navigate the environment and effectively shop the multitude of options. Latinicity turned to King-Casey for help.

The Challenge

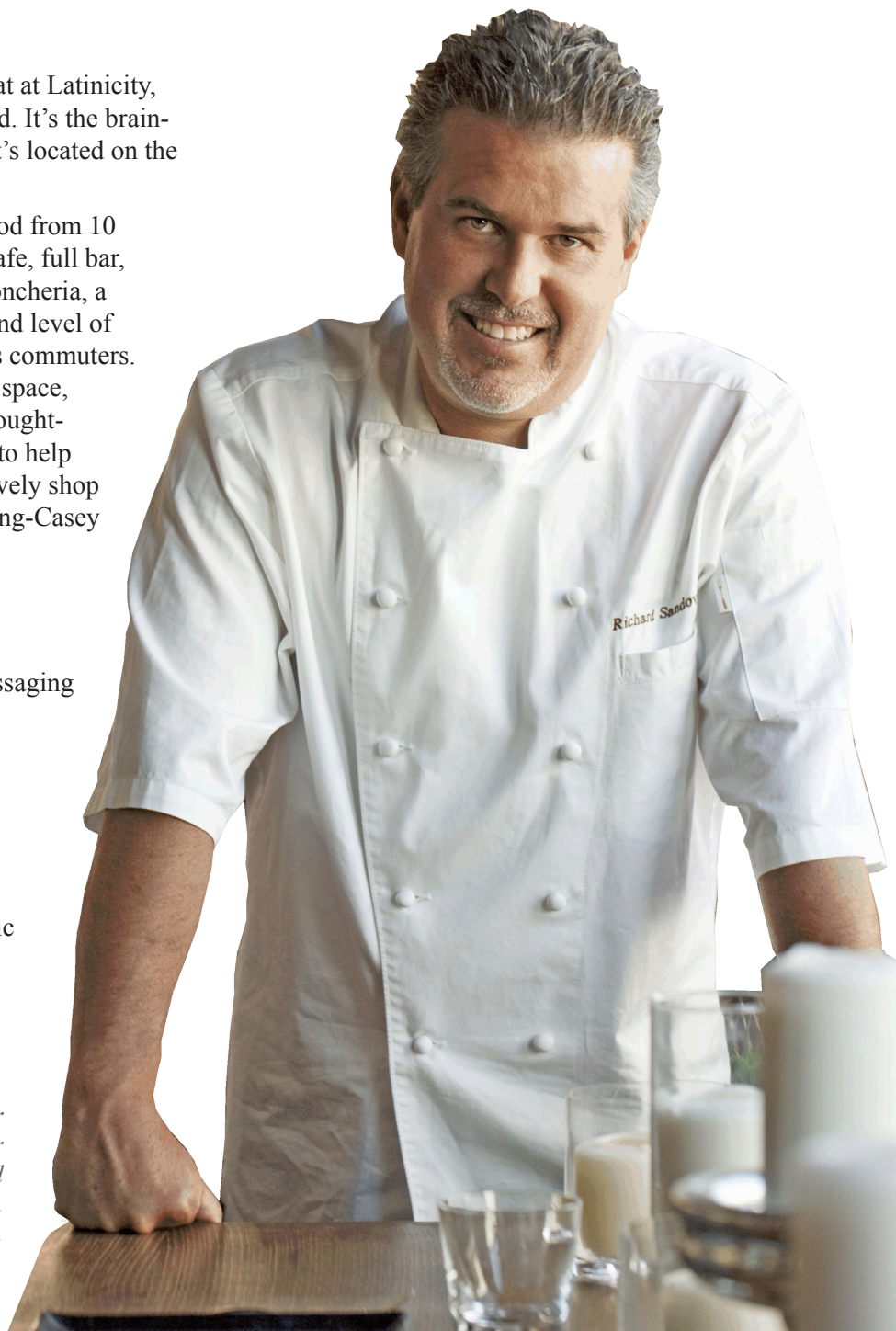
To develop a comprehensive and integrated messaging strategy and system that optimizes Latinicity's business performance and customer experience.

The Solution:

Total Store Messaging (TSM)

TSM is a proven approach for (1) setting specific business objectives for every area of customer interaction in and around a restaurant, and then (2) prioritizing the creation and placement

Chef Richard Sandoval (right) is known for authentic and inventive Latin cuisine with over 35 restaurant concepts spanning the world including New York City, Washington D.C., Aspen and Dubai among other locations.

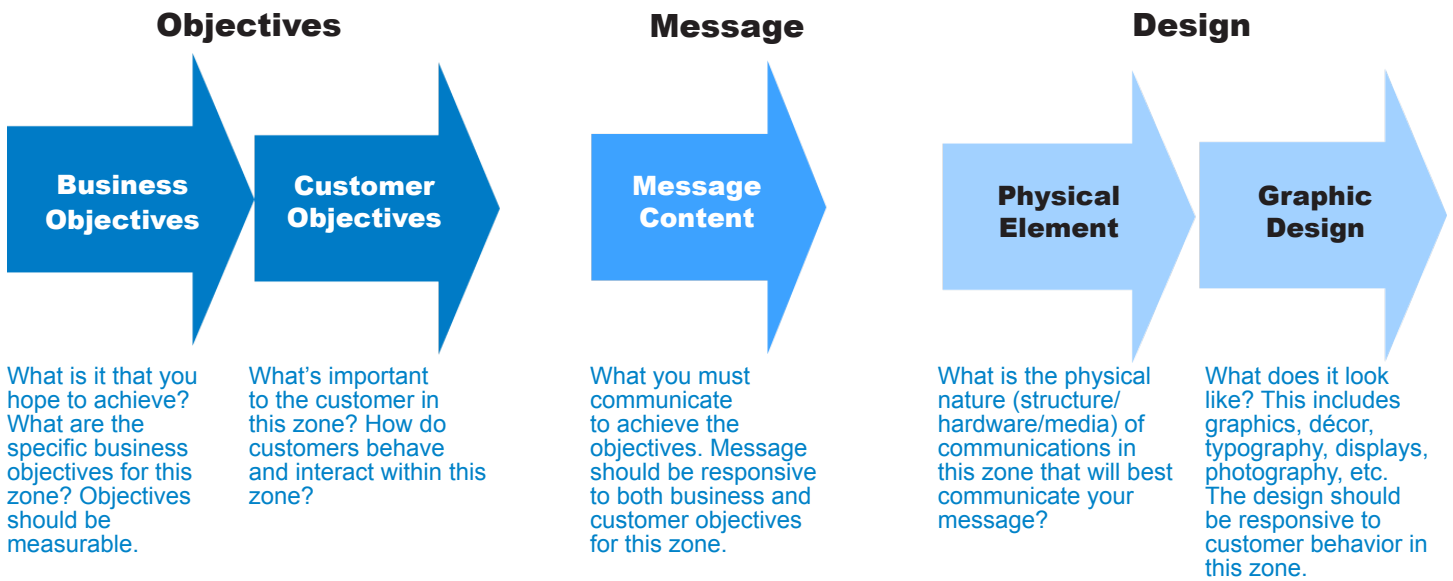


of every message element that addresses those objectives. It builds upon King-Casey’s proprietary methodology, COZI®, which stands for Customer Operating Zone Improvement. This methodology reflects the fact that customers need and seek different information in different zones of a restaurant. Their behavior is different from zone to zone. And a brand’s business objectives need to be different from one zone to another. The messages that perform best are based on the strategy of Total Store Messaging – combining a business and customer-centric

approach to developing and prioritizing every single message your customer comes in contact with.

How COZI® Works

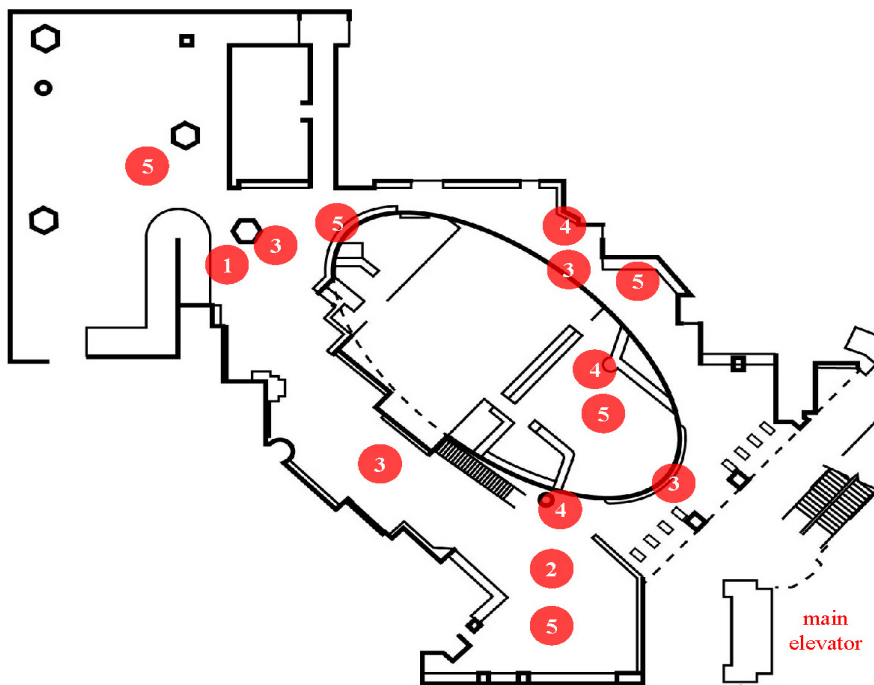
COZI® begins with the identification of business and customer objectives for each zone, and ends with design solutions for each zone. This process, illustrated below, was the framework for developing Latinicity’s Total Store Messaging strategy and system.



Latinicity: Dozens of Distinct Zones

Latinicity consists of many different customer zones both inside and outside the food hall. The food hall itself has zones that are unique to its offerings and interior environment. Messaging strategies are also needed to attract customers to the two Latinicity locations, draw them into the locations, and help them navigate through

the many food station and fast-casual restaurant options within the 22,000 square-foot space. In addition, each food station, dining space, market and coffee cafe have their own distinct zones, with their own set of business objectives, customer needs, strategies and design solutions. In the example below (left), we see some of the key customer zones within the food hall, as well as some key messaging objectives (below).



Customer Zones

- 1) Lounge Zone
- 2) Retail Zone
- 3) & 4) Food Station Zones
- 5) Dining Zone

Messaging Objectives

- Provide way-finding to zones
- Drive customer trial and purchase
- Promote cross selling
- Educate customer
- Enhance brand perception

Creating Total Store Messaging That Works, One Zone at a Time

By dissecting the customer journey and experience into distinct customer zones, messaging strategies can be developed that provide meaningful benefits to customers, while generating desirable sales for Latinicity’s operators.

On this page, we see the zone-specific messaging strategies and solutions developed for the “Ensaladas” station within Latinicity.



Messaging Objectives

Key objectives were identified for the Ensaladas station zone:

- Generate awareness of and drive customer traffic to the Ensaladas station (Primary Brand Signage)
- Build appetite appeal, communicate high priority and high profit menu items (Digital Signage)
- Communicate menu variety, ease customer ordering and increase ticket (Menuboard)



Messaging Design Solutions

Two primary messaging elements and design directions were prescribed for the Ensaladas food station: a static front-lit menuboard (to help the customer order, show food variety, showcase signature items, and encourage the “build your own salad” offering). In addition, a 40” digital screen with rotating animated messages builds appetite appeal, features food variety, showcases limited time offers and specials, and reinforces Chef Sandoval branding of the concept.

A Tasty Result

Latinicity has implemented King-Casey’s Total Store Messaging strategy and solutions throughout its environment. The result is a strategic, integrated messaging system, crafted to be responsive to customer needs and expectations, and designed to get real and measurable business results.



Latinicity

FOOD HALL
+
LOUNGE



About King-Casey

King-Casey is one of the top restaurant and food-service consulting and design firms in the U.S., with regional offices in the Middle East and Russia. For more than half a century, we have been helping brands build competitive concepts. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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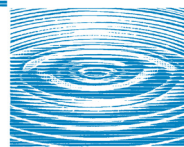
COZI® (Customer Operating Zone Improvement) is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

Designs Based on Customer Zones

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.



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