

King-Casey Case Study

Pyrogrill



KING-CASEY



BRAND-RETAIL INNOVATORS

Pyrogrill

Hot Regional Concept Turns Up the Heat on the Competition

Founded by Mike Curcio, the first Pyrogrill opened in southern Florida in 2001. The concept quickly attracted a devoted following, and a reputation for the freshness of the food, and the irreverent fun-loving “personality” of the brand. Sales quickly grew beyond the owner’s dreams. By 2007, the time seemed right to expand the concept via a franchising strategy.

Pyrogrill hired King-Casey to come up with a red-hot new identity, a sizzling new store design, and to fire-up their in-store communications. The project objectives were:

- Create an enhanced brand name and identity that reflects the brand’s key attributes and personality, while projecting a highly professional world-class image
- Develop an exciting new restaurant design that improves customer experience, and projects a 3-Dimensional expression of the brand’s identity and personality
- Optimize the menuboard and other key in-store communications to improve customer ease-of-use, speed thru-put and maximize sales and profits



King-Casey developed a range of restaurant design concepts that reflected the new brand positioning and identity. These color renderings are used to guide the design development process and the eventual build-out of the new concepts.



Old Logo (above) King-Casey conducted consumer-intercept interviews to determine strengths and weaknesses with the brand's old identity.



New Identity (above) King-Casey's crisp new identity was tested using customer intercept interviews and scored high against all desirable brand attributes. The new logo also demonstrated an ability to be effectively incorporated into a 3-Dimensional design strategy for the new restaurant concept.

“Our customers love the new design. And we love it because although the overall effect is leading-edge design and distinctive styling, the concept is cost-effective to implement – which will be vital as we franchise.”

– Mike Curcio, Founder, Pyrogrill





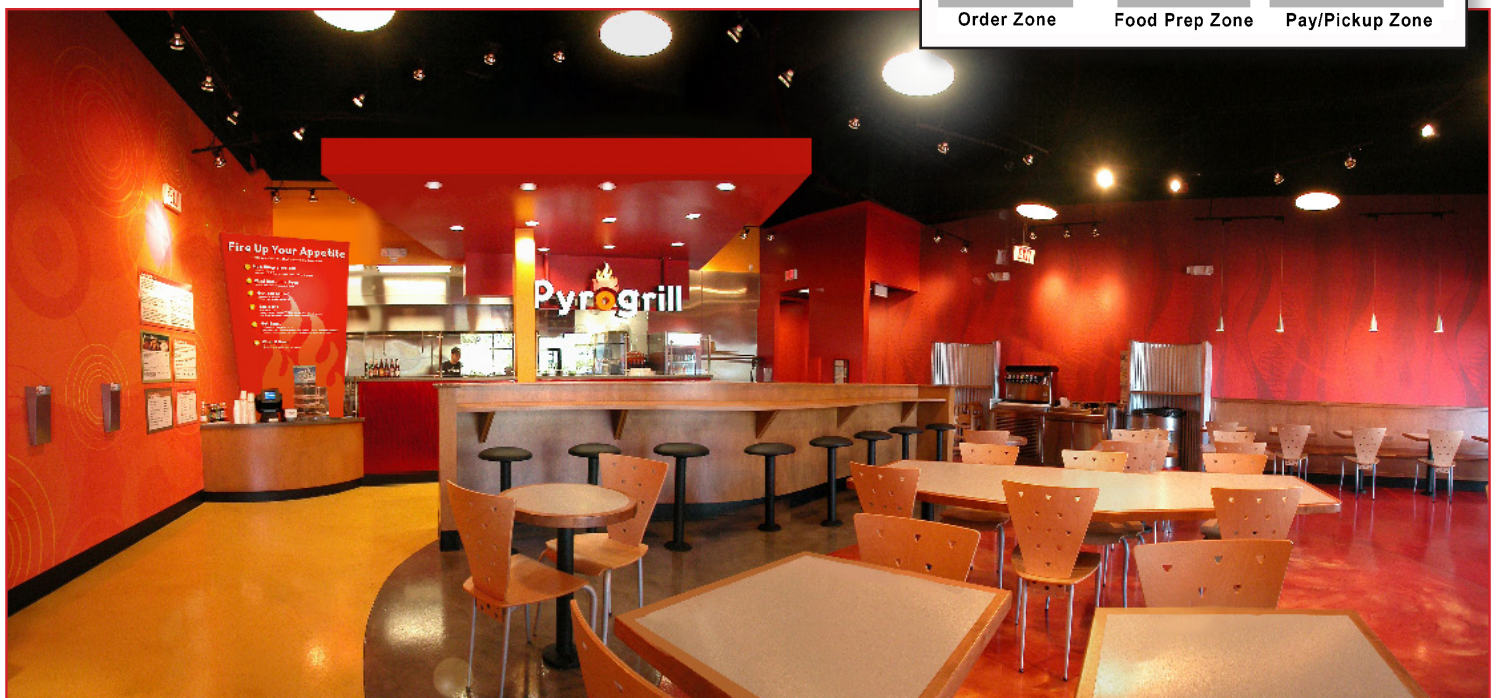
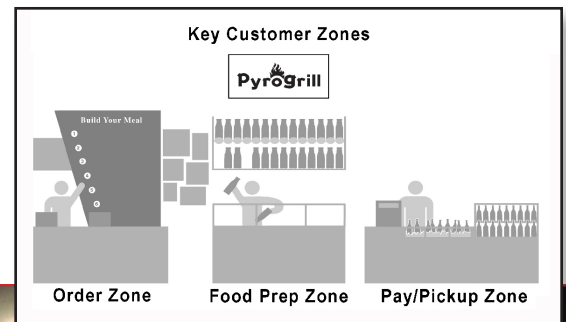
“Thanks to King-Casey’s new menuboard, our sales are up by double-digits, the line moves faster, and not a single customer has asked: how do I order?”

– Mike Curcio, Founder, Pyrogrill

King-Casey’s new menu design and architecture (right) effectively explains “how to order” while featuring popular and high-margin menu items. A digital video panel is used for LTO’s providing flexibility and an element of visual excitement.

A Customer-Focused Restaurant Design

King-Casey’s new front-line concept used an element of “theater” to showcase the brand’s unique grilled-to-order products and bar-like merchandising of proprietary sauces. This design allows customers an interactive experience as they choose a sauce to match their meal. And this “theater style entertainment” not only differentiates the brand, it also reduces the customer’s perceived wait time by giving them something to watch and do while their order is being prepared. The new design increased the restaurant’s seat count from 34 to 62, while providing a far better utilization of seating options (by using more two-top and counter seating options than the previous booth options). King-Casey’s new design creates an exciting and unique customer experience that is a 3-Dimensional expression of what the brand is all about.



Good Branding: Is Much More Than a Good Logo

Have you noticed? Typically there is underwhelming similarity among restaurant brands. One chain looks much like the next. At King-Casey we overcome the “Sea of Sameness” through 3-Dimensional Branding. This strategy results in a unique and proprietary environment and customer experience that differentiates a brand from its competitors. We achieve this by visually communicating the essence of a brand by integrating brand identity, positioning, trade-dress and architecture. In this sense, we develop a 3-Dimensional interpretation of a brand. Everything the customer sees and touches is unique to this particular brand. The environment itself communicates to customers the brand’s personality and distinction in the marketplace. Leading concepts understand that great branding is much more than having a great logo.

Let King-Casey Help Ignite Your Business

We are pioneers in retail consulting and design. Since 1953 King-Casey has been building competitive brands for a broad array of clients by dramatically improving the customer experience at every point of contact. We specialize in QSR, Fast-Casual and Casual Design concepts, and have worked with most of the world’s best-known restaurant brands. King-Casey provides a complete range of services including assessment, research, branding, visual merchandising, restaurant design, and rollout. We develop turn-key solutions that result in increased customer loyalty, higher sales and greater ROI.



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 decision making and purchase process faster, easier and overall more pleasant.

Designs Based on Customer Zones

The most successful restaurants have recognized that their stores are not just big branded boxes. Each restaurant 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. This makes the customer experience faster, easier, and more enjoyable, while distinguishing your brand and maximizing business results. This “Customer Zone” strategy was at the heart of the designs King-Casey created for Pyrogrill.

The concept of developing merchandising and communications strategies based on “customer operating zones” was pioneered by King-Casey decades ago. This blend of science and creativity is used to help clients manage the entire customer experience.

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