

inspiro

BRAND TOUCHPOINT EVALUATION
RESTAURANT EDITION

When was the last time you spent some quality time looking at your restaurant through someone else's eyes? Really detailed, step by step small stuff? Now is the time to take that step.

Your brand is who you are, not just your logo but everything about you. How the first impression of your exterior looks, business cards, menus, website, marketing materials. Now dig deeper and consider your phone message, the personality of the hostess and the cleanliness of the restrooms.

DIRECTIONS:

Gather all collateral material in one place. You can use the following sheet as a sort of scavenger hunt.

Take your time. Find a time and place where you won't be interrupted. You will be rating all items on a scale of 5-1 (5 being the highest). There are no right or wrong answers just follow your intuition. Honest responses will make your brand much stronger.

Visualize your competition against yourself. Better yet, visualize the best version of your business and how you want it to be. Question yourself - If your logo were not on there, would people know it was yours?

Now go evaluate each item to gain the insights to improve your brand and your customers experience.

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INSPIRO BRAND TOUGHPOINT EVALUATION RESTAURANT EDITION

Ratings: 5=highest 1 =lowest;

5 excellent • 4 good • 3 just okay • 2 needs improvement • 1 probably hurting business

* These are the most important so if time is limited - do a mini evaluation using these.

	Quality	Consistency	Last Updated	Action Needed
BRAND IDENTITY				
Logo *	_____	_____	_____	_____
Tagline *	_____	_____	_____	_____
EXTERNAL IMPRESSIONS				
Signage *	_____	_____	_____	_____
Exterior Look *	_____	_____	_____	_____
Overall Drive By Appearance *	_____	_____	_____	_____
Vehicles	_____	_____	_____	_____
Phone Message *	_____	_____	_____	_____
Website *	_____	_____	_____	_____
Email Newsletters	_____	_____	_____	_____
Advertising * - mailers/promos/ads	_____	_____	_____	_____
Other _____	_____	_____	_____	_____
STATIONARY				
Business Cards *	_____	_____	_____	_____
Letterhead	_____	_____	_____	_____
Envelope	_____	_____	_____	_____
Folders	_____	_____	_____	_____
Other _____	_____	_____	_____	_____
MENUS/FOOD				
Food Quality/Appearance *	_____	_____	_____	_____
Main Menu(s) -inside and out *	_____	_____	_____	_____
Kid's Menu	_____	_____	_____	_____
Take Out	_____	_____	_____	_____
Other _____	_____	_____	_____	_____
BRANDED MATERIALS				
Coasters/Napkins	_____	_____	_____	_____
Matches/Toothpicks	_____	_____	_____	_____
Gift Cards *	_____	_____	_____	_____
To-Go Packaging	_____	_____	_____	_____
Other _____	_____	_____	_____	_____
INTERNAL IMPRESSIONS				
Interior Decor	_____	_____	_____	_____
Lighting	_____	_____	_____	_____
Hostess Stand	_____	_____	_____	_____
Greeter/Hostess *	_____	_____	_____	_____
Restrooms *	_____	_____	_____	_____
Staff Uniforms	_____	_____	_____	_____
Tabletops/Seating	_____	_____	_____	_____
OVERALL SCORE				
	_____	_____	_____	_____