

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, the personality of the hostess, the cleanliness of the restrooms, business cards, menus, even your phone message.

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 restaurant 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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	Cosistency	Quality	Action Needed
BRAND IDENTITY			
Logo *	_____	_____	_____
Tagline *	_____	_____	_____
EXTERNAL IMPRESSIONS			
Signage *	_____	_____	_____
Restaurant Exterrior *	_____	_____	_____
Overall Drive By Appearance *	_____	_____	_____
Vehicles	_____	_____	_____
Phone Message *	_____	_____	_____
Website *	_____	_____	_____
Email Newsletters	_____	_____	_____
Advertising - mailers/promos/ads	_____	_____	_____
Other _____	_____	_____	_____
STATIONARY			
Business Cards *	_____	_____	_____
Letterhead	_____	_____	_____
Envelope	_____	_____	_____
Labels	_____	_____	_____
Folders	_____	_____	_____
Other _____	_____	_____	_____
MENUS			
Main Menu(s) -inside and out *	_____	_____	_____
Kid's Menu	_____	_____	_____
Take Out	_____	_____	_____
Other _____	_____	_____	_____
BRANDED MATERIALS			
Coasters/Napkins	_____	_____	_____
Matches/Toothpicks	_____	_____	_____
Gift Cards *	_____	_____	_____
To-Go Bags	_____	_____	_____
To-Go Containers	_____	_____	_____
To-Go Cups	_____	_____	_____
Other _____	_____	_____	_____
INTERNAL IMPRESSIONS			
Hostess Stand	_____	_____	_____
Greeter/Hostess *	_____	_____	_____
Restrooms *	_____	_____	_____
Staff Uniforms	_____	_____	_____
Tabletops/Seating	_____	_____	_____
Overall Appearance	_____	_____	_____

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.