



**Case Study 1
Restaurant Remodel**

One of our clients had invested in a significant interior and exterior remodel in one of their major market locations and supported it with local market advertising. Eight weeks past the remodel, this location continued a downward trend in sales. Big Idea was asked to visit this location and provide support. We implemented the LSM 90-Day Challenge[®] and supported it with 12 weekly coaching calls. **Through our strategy and training, we were able to help them reverse their trend of being -15% in sales to finish the year +5% in a period of 9 months.**

**Case Study 2
Record Sales Return**

A Midwest location participating in one of our Holiday LSM 90-Day Challenge[®] programs set out to create new relationships to grow their sales, applying our training and coaching. They had been challenged in recent years by new development that had routed business away from them. **We received a phone call from the restaurant manager sharing**

his excitement after they had just completed their highest sales week in over a decade as a result of implementing our LSM 90-Day Challenge[®] program.

**Case Study 3
Guest Count Increases**

An entire system at one client has been implementing our LSM 90-Day Challenge program regularly over the past three years. The momentum it has created in measurable ROI has far exceeded all goals we set. **Sales, and more importantly, guest counts increased over prior year. 11 locations exceeded 3% gains in guest counts, 5 locations exceeded 5%, and 3 locations exceeded 10%.**

**Case Study 4
Franchise Community Relations**

A client was receiving ongoing requests from their franchise community for increased marketing support. We provided them with a custom branded LSM website which features some of the most versatile customization capabilities available. **The corporation was happy to tell us that their franchisees have been very pleased with this increased support and that they have attributed their strong year-over-year sales increase to this site and the tools we created for them.**

**Case Study 5
Reconnecting with the Community**

We teach clients that they don't have to be perfect, but if they will just connect with people and be a good neighbor, good things will happen. **We constantly receive calls from clients telling us how they have successfully reconnected with lapsed guests and invited them back in the restaurant. They all say that the key to their success was the personal connection.**

**Case Study 6
Strong Individual ROI**

Creating momentum is significant to long-term success. During the 90-Day Challenge[®], **one chain client saw their top 5 locations generate \$301,453 in total ROI in just a 3 month time period. That is an average of over \$60,000 per location!**



For more information visit www.BigIdeaMarketing.net, call us at (949) 716-5285 or email Info@BigIdeaMarketing.net.