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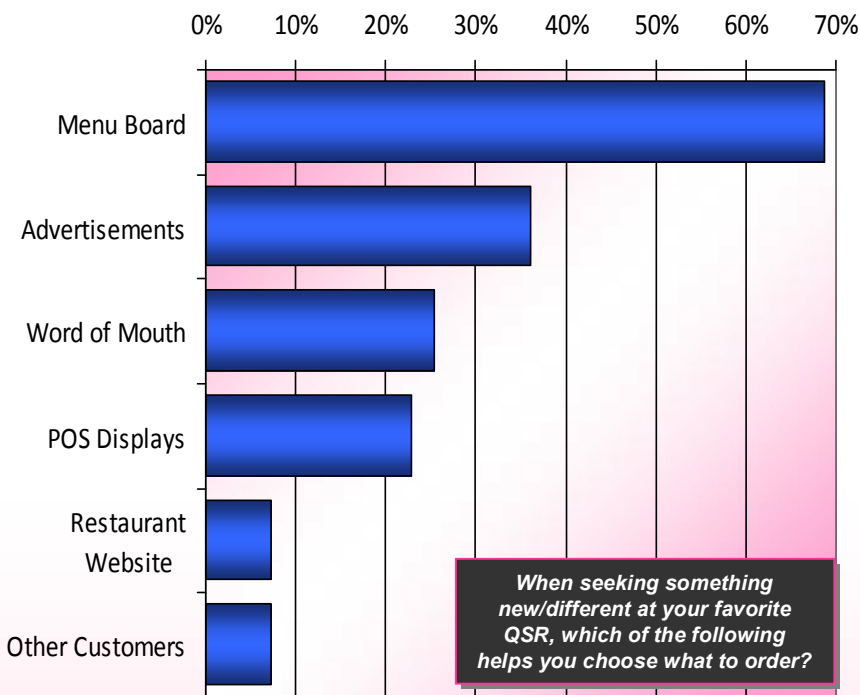
# TNS.SENSE<sup>SM</sup> RESTAURANT

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## MENU BOARDS A KEY INFLUENCER OF LOYALTY

As the economy recovers, Quick Serve Restaurants (QSRs) will seek to **keep their new recession-driven customers**. One way to preserve customers is to whet their appetites for new menu items. TNS asked a nationally representative sample of 1,000 people about where they seek information on new menu choices at their current favorite QSRs. The most common answer was inside the restaurant.



Nearly 70% of respondents reported that they use the **menu board** to identify new choices. Menu board results were nearly two times that of advertisements—the second-most-common. Advertisements influenced only about a third of respondents, but note that **not all advertisements focus on new choices**.

New choices may involve a trust element, as about a quarter of respondents referenced “word-of-mouth,” while fewer than 10 percent based new choices on what other customers were ordering. QSR websites were equally less influential.

The importance of the menu board in expanding choices among current customers means they may be a **key influencer of long-term loyalty**, which will be crucial in keeping newly-acquired customers. Menu boards need to be informative and compelling to do so, but also optimized to engage **new customers** and drive **per-check revenue**. The optimization process needs to include the extent to which POS displays and menu boards complement one-another. Regarding the **effectiveness of advertising** in driving new choices, the first step is to compare the share of ad spend allocated to driving new choices with the share of customers whose new choices are influenced by advertising. The relatively low impact of the **website** suggests an **untapped opportunity** given the increasing importance of online in the restaurant business.

TNS is the world’s foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of innovation, communication, customer acquisition, and satisfaction & loyalty. For more on these results contact Lincoln Merrihew of TNS Business Solutions (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com).