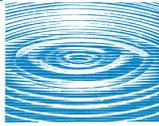


KING·CASEY



BRAND·RETAIL INNOVATORS

# King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



**Optimized Menu and Menuboard Strategies**

**Make Sales Sizzle at Kokoriko**

# Optimized Menu and Menuboard Strategies

## Make Sales Sizzle at Kokoriko

### About Kokoriko

Established in 1969 in Bogota, Colombia, Kokoriko has become the largest and most successful QSR chicken brand in the country.

### The Objectives

Kokoriko management sought to optimize the brand’s menuboard architecture to increase business performance and improve the customer experience. Specific objectives were to:

- Increase sales of individual meals
- Improve sales during weekday afternoon and evening dayparts
- Improve ease and speed of customer navigation and ordering

### The Solution

Kokoriko partnered with King-Casey to develop a menuboard improvement strategy that would help Kokoriko realize their business objectives. King-Casey followed a structured approach (see next page) that ensures real, measurable improvement.

Menu Strategy. The process started with the creation of a solid menu strategy. King-Casey worked hand-in-hand with Kokoriko’s senior management to develop a strategy document that identified and prioritized the business goals as related to the food and beverage products offered.

Menuboard Architecture. The next step was to develop

the menuboard architecture. King-Casey developed a new menuboard architecture strategy specifically designed to achieve the business objectives in Kokoriko’s new menu strategy. King-Casey developed a strategic menuboard schematic to guide the creative execution development of the new Kokoriko menuboard. The schematic illustrates the menuboard’s organization, layout, product placement, space allocation and key communications.

Menuboard Design. The last step was the development of the enhanced menuboard design. This step creates the look and feel of the menuboard. Key elements of Kokoriko’s new menuboard design included a new layout based on product sales and margin objectives, better use of menuboard “Hot Spots” (based on customer flow and line-up) and increased use of images with high appetite appeal.

### Results and Roll-Out

The enhanced menu and menuboard strategies were tested in Kokoriko’s stores. The following key results were achieved in test market:

- Significantly increased sales of individual meals
- Considerably improved sales during weekday afternoon and evening dayparts
- Increased speed of service and customer throughput

Based on the successful test market results, Kokoriko’s new menuboard architecture is being rolled out within the system.



*BEFORE: Kokoriko’s dual menuboard were confusing to customers. They looked different, and each contained some of the same as well as different items.*



**ik platos de oferta**

**\$3.95** Includes salad, arepas and soda

Chicken Cordon Bleu with lentils

Rotisserie Chicken with lentils

Fried Chicken with beans

Chicken Filet with beans

Snack \$2.95

**ik add a soup for \$1.00**

**ik platos para Uno** Todos los platos incluyen gaseosa 12 onz.

Chicken Cordon Bleu with lentils and soda \$5.45

Chicken Hamburger with fries and soda \$4.95

Beef Hamburger with fries and soda \$4.95

Chicken Sandwich with fries and soda \$4.95

Chicken Filet with salad, plantain, salad and soda \$6.45

Chicken Hot Dog with fries and soda \$4.25

Chicken Soup macaroni, peppers, sour cream and soda \$6.45

**pollo tradicional**

Rotisserie Chicken \$9.95

Fried Chicken \$9.95

Bean Casserole with rice, plantain and soda \$5.45

Chicken Sausage & arepas with fries and soda \$5.45

Lentil Casserole with rice, plantain and soda \$5.45

Colombian Chicken & rice with egg, plantain and soda \$5.45

3 pieces of rotisserie chicken, 1 plantain, 1 arepa and 12 oz soda \$8.45

4 pieces of fried chicken, 1 plantain, 1 arepa and 12 oz soda \$9.95

3 pieces of fried chicken, 2 arepas and 12 oz soda \$8.45

4 pieces of fried chicken, 1 plantain, 1 arepa and 12 oz soda \$9.95

**ik platos para familia**

Build a meal to share... for here or to go!

1. Choose the type of chicken

Rotisserie Fried

2. Choose from these sides

Premium sides Classic sides

| Chicken   | Premium sides | Classic sides | 12 oz. sodas |
|-----------|---------------|---------------|--------------|
| 5 pieces  | 1             | 2             | \$14.45      |
| 8 pieces  | 2             | 3             | \$20.45      |
| 10 pieces | 3             | 4             | \$25.95      |
| 12 pieces | 4             | 5             | \$32.50      |
| 16 pieces | 4             | 5             | \$39.95      |

**ik sides**

Plantain with guava & cheese \$1.00

Kakoriko potato \$1.00

Salty potato \$1.00

Kakoriko salad \$1.00

Beans \$0.75

Lentils \$1.25

Guacamole \$1.00

Primavera salad \$1.00

**ik beverages**

Soda 12 oz. \$1.25

Soda 16 oz. \$1.75

Fruit smoothie \$1.50

Beer \$2.25

Water \$1.75

**ik desserts**

Kakorikosundae \$1.00

Donut \$1.00

Donut & ice cream \$1.50

Todos los fines de semana

**kakoriko Asado a \$15.900**

**ik kids meal** free surprise toy!

includes hamburger or chicken nuggets, with french fries and a box of juice or soda \$5.45

*AFTER: A single new menuboard focuses emphasis on individual meals and positions them in the left-hand Hot Spot. Simplified communications and better use of food and beverage images improves ease and speed of ordering and customer throughput.*



Primary Order Point

**ik platos de oferta**

**\$3.95** Includes salad, arepas and soda

Chicken Cordon Bleu with lentils

Rotisserie Chicken with lentils

Fried Chicken with beans

Chicken Filet with beans

Snack \$2.95

**ik add a soup for \$1.00**

Value meals are placed near the menuboard Hot Spot to encourage single meal sales and improve sales during weekday afternoon daypart. All items in this category are shown visually to improve ease of ordering and increase appetite appeal. Add on messages for beverages, sides and desserts contribute to increased ticket.

**ik platos para Uno** Todos los platos incluyen gaseosa 12 onz.

Chicken Cordon Bleu with lentils and soda \$5.45

Chicken Hamburger with fries and soda \$4.95

Beef Hamburger with fries and soda \$4.95

Chicken Sandwich with fries and soda \$4.95

Chicken Filet with salad, plantain, salad and soda \$6.45

Chicken Hot Dog with fries and soda \$4.25

Chicken Soup macaroni, peppers, sour cream and soda \$6.45

Bean Casserole with rice, plantain and soda \$5.45

Chicken Sausage & arepas with fries and soda \$5.45

Lentil Casserole with rice, plantain and soda \$5.45

Colombian Chicken & rice with egg, plantain and soda \$5.45

3 pieces of rotisserie chicken, 1 plantain, 1 arepa and 12 oz soda \$8.45

4 pieces of fried chicken, 1 plantain, 1 arepa and 12 oz soda \$9.95

3 pieces of fried chicken, 2 arepas and 12 oz soda \$8.45

4 pieces of fried chicken, 1 plantain, 1 arepa and 12 oz soda \$9.95

High margin combo meals are placed in the menuboard's Hot Spot. The double-wide panel and different color background create visual impact to draw the customer to this category. All best-sellers are visualized while low-sellers are only listed. Beverage suggest sell increases ticket.

**ik platos para familia**

Build a meal to share... for here or to go!

1. Choose the type of chicken

Rotisserie Fried

2. Choose from these sides

Premium sides Classic sides

| Chicken   | Premium sides | Classic sides | 12 oz. sodas |
|-----------|---------------|---------------|--------------|
| 5 pieces  | 2             | 1             | \$14.45      |
| 8 pieces  | 2             | 1             | \$20.45      |
| 10 pieces | 2             | 3             | \$25.95      |
| 12 pieces | 4             | 3             | \$32.50      |
| 16 pieces | 4             | 4             | \$39.95      |

**ik sides**

Soups \$1.00

Salty potato \$1.00

Kakoriko salad \$1.00

Beans \$1.25

Lentils \$1.25

Plantain with guava & cheese \$1.00

Kakoriko potato \$1.00

White rice \$1.00

Arepa \$0.75

Guacamole \$1.00

Primavera salad \$1.00

**ik beverages**

Soda 12 oz. \$1.25

Soda 16 oz. \$1.75

Fruit smoothie \$1.50

Beer \$2.25

Water \$1.75

**ik desserts**

Kakorikosundae \$1.00

Donut \$1.00

Donut & ice cream \$1.50

How to order a family meal is made simpler by using a "build a meal strategy". Sides, beverages and desserts are given their own panel and each featured visually to improve navigation and ease of ordering.

Todos los fines de semana

**kakoriko Asado a \$15.900**

**ik kids meal** free surprise toy!

includes hamburger or chicken nuggets, with french fries and a box of juice or soda \$5.45

A significant amount of real estate is devoted to the featured "limited time offer". Creating a "home" for LTO's on the menuboard helps customers find what's new.



# A RECIPE FOR OPTIMIZING MENUBOARDS

1. Develop a Menu Strategy. Optimized menuboard begin with a menu strategy. This document identifies and prioritizes the company's desired business goals as related to the food and beverage products offered.

2. Develop the Menuboard Architecture. This expresses in words and schematic form how the menuboard will achieve the business goals set forth in the menu strategy. The schematic illustrates the menuboard's organization, layout, product placement, space allocation and key communications. An optimized menuboard architecture is determined by conducting the following analysis.

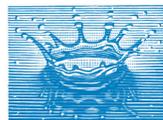
- Some items on your menuboard are much better sellers than others. Some contribute more to your bottom line. Where you place items on your menuboard should be driven by an analysis of sales and profits and then dedicating greater emphasis to those items that are driving your business
- Using the sales data, create a simple all-text "schematic" of your current menuboard
- Put sales figures for each category on the menuboard
- The percentage of space devoted to each item or category on the menuboard should relate to its percentage of sales

3. Think Like a Customer. How do they order a meal? What do they order first, second, third? Does the layout of your menuboard follow a logical order process? Or must they navigate all over the board to order a meal? Are the steps in the order process clear and reinforced graphically?

4. Leverage Hot Spots. Research has shown that customers tend to look in one area of the menuboard first. This is the "Hot Spot" and where your best sellers and highest margin menu items should be placed. Such placement can have a positive impact on ease-of-ordering, increasing transaction speed and driving high margin sales.

5. Develop the Menuboard Design. This illustrates the look, feel and personality of the menuboard. The design includes treatment of photography, typography, graphics, branding, colors, dimensions, hardware, etc.

6. Include a Zone Merchandising Strategy. This is the last step. Effective customer communications involve more than just the menuboard. What about your other in-store communications (posters, stanchions, window clings, register toppers, counter mats, tray liners, etc.)? Apply your new menu strategy to communications in all of the customer's zones in your restaurants.



KING·CASEY



King-Casey  
Howland Blackiston  
25 Sylvan Road South  
Suite H  
Westport, CT 06880 USA  
T: +1 203-571-1776