

Restaurant Marketing Strategies: Inc Impact of COVID-19 - US - June 2020

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“Due to the COVID-19 pandemic, restaurants have had to pivot on the fly with operations and messaging tactics presently relevant to consumer needs. Looking ahead, restaurants should continue communicating messaging around food quality, menu innovation, safety/sanitation, and support for their employees and their communities.”

– **Amanda Topper, Associate Director of Foodservice Research**

This report looks at the following areas:

- **The impact of COVID-19 on consumer behavior and the foodservice market**
- **How the market will fare in the post-COVID-19 slowdown**
- **In a slowing economy, how marketers can incentivize guest traffic**
- **How marketers can work to control word-of-mouth marketing**

The highly competitive restaurant industry relies on marketing strategies to drive sales by differentiating its brands, attracting new patrons, encouraging loyalty among existing consumers, and communicating innovation and operational changes. The challenge for industry players is that consumer needs and interests are so varied, many traditional marketing strategies have become less effective. Consumers increasingly expect personalized communications based on their own dining habits, yet they exhibit trepidation about giving up privacy in exchange.

Adding to an already challenging environment, the impact of the COVID-19 pandemic will leave lasting marks on the restaurant industry and immediate marketing strategies must therefore balance information and empathy without coming off as inauthentic or trite. Longer term strategies will need to overcome price sensitivities and changing perceptions toward safety/sanitation expectations, and tout technology and procurement methods.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Key issues covered in this report
Definition

Executive Summary

Market overview

Figure 1: Total US revenues and forecast sales ranges of restaurants and eating places*, at current prices, 2014-24

Top takeaways

Impact of COVID-19 on restaurant marketing strategies

Figure 2: Short-, medium- and longer-term impact of COVID-19 on restaurant marketing, June 2020

The issues

COVID-19 reverses consumer food spending habits

Figure 3: COVID-19 spending priorities, May-June 2020

Economic instability provides impetus for delayed or slow recovery

Figure 4: Consumer Sentiment Index, January 2007 – May 2020

Brands can't necessarily control word-of-mouth marketing

Figure 5: Information sources, April 2020

The opportunities

Use fluid and timely messaging to stay relevant

Figure 6: Communication topics, April 2020

Instant gratification promotions make it easy for diners to save

Figure 7: Promotion interest, April 2020

Encourage diners to opt into mobile platforms with promise of relevant content and incentives

Figure 8: Restaurant marketing attitudes, April 2020

Focus on off-premise applications to build business

Figure 9: Change in takeout and delivery frequency, March and April 2020

Impact of COVID-19 on Restaurant Marketing

Figure 10: Short, medium and long term impact of COVID-19 on restaurant marketing, June 2020

Opportunities and Threats

Transparency and trust issues plague chains

Figure 11: Restaurant marketing attitudes, by generation, April 2020

Value will help consumers balance safe spending with dining

Figure 12: Promotion interest, April 2020

Shifts in food spending will require operator pivots

Figure 13: COVID-19 spending priorities, May-June 2020

Off-premise will play a larger role, operators will need to continually reset

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Impact on restaurant marketing

Figure 14: Total US revenues and forecast sales ranges of restaurants and eating places*, at current prices, 2014-24

LSRs were better equipped for the pandemic and will recover faster

Figure 15: Total US revenues and forecast sales ranges of restaurants and eating places*, by segment, at current prices, 2014-24

Regardless of size, operators must think and act locally

How the crisis will affect key consumer segments

Brands will need multi-layer strategies to cast the widest net

Figure 16: Figure 17: Information sources, by generation, April 2020

Solutions-focused messaging resonates with convenience-focused families

How a COVID-19 recession will reshape the restaurant industry

Figure 18: Consumer Sentiment Index, January 2007 – May 2020

Figure 19: unemployment rates, 2008-June 2020

Figure 20: Consumer spending on food away from home, monthly, 2006-10

Figure 21: Consumer spending on food away from home, annual, 2000-19 and Q1 2020

COVID-19: US Context

The Market – What You Need to Know

Restaurants enter uncharted territory

Off-premise dining bodes well for LSRs

Restaurants compete against meal delivery kits

Restaurant spending is less of a priority

Market Size and Forecast

2020 puts foodservice industry in uncharted waters

Figure 22: Total US revenues and forecast sales ranges of restaurants and eating places*, at current prices, 2014-24

Market Breakdown

LSRs were better equipped for pandemic, and subsequent recession

Figure 23: Total US revenues and forecast sales ranges of restaurants and eating places*, by segment, at current prices, 2014-24

FSR marketers must adapt, follow LSRs to catch up

Figure 24: Year-over-year change in restaurant visitation, November 2019

Figure 25: Restaurant usage by segment, April 2020

Market Perspective

Consumers spending more on at-home food

Figure 26: COVID-19 spending priorities, May-June 2020

Meal kits come on strong to take a bite of foodservice limitations

Market Factors

Economic instability is a threat for restaurants

Figure 27: Consumer Sentiment Index, January 2007 – May 2020

Figure 28: unemployment rates, 2008-June 2020

Digitally savvy, younger diners will be catalysts for tech and dining

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Figure 29: Population by generation, 2014-24

Digital marketing strategies can resonate with convenience-seeking families

Figure 30: Households by presence of related children, 2008-18

Takeout and delivery help restaurants survive during COVID-19 and beyond

Figure 31: Change in takeout and delivery frequency, March and April 2020

Key Players – What You Need to Know

Messaging remains fluid in times of crisis

Personalized digital deals are working

Bailout backlash impacts operators

Restaurants embrace off-premise occasions

What's Working

Adaptive and timely messaging

Step 1: safety, sanitation, and support

Figure 32: Olive Garden email, "Our Commitment to You," March 14, 2020

Step 2: empathetic messaging

Figure 33: Texas Roadhouse email, "We're Here for You & Open for To-Go," March 17, 2020

Figure 34: Jimmy John's email, "Distance Socially, Eat Locally," April 9, 2020

Step 3: operational shifts to off-premise experiences

Figure 35: IHOP email, "Introducing IHOP Curbside Pick-Up," April 3, 2020

Step 4: community support

Figure 36: Moe's Southwest Grill email, "First Responder Burrito Donation," April 15, 2020

Step 5: dining room safety measures

Figure 37: BoneFish Grill email, "Our Dining Room is Open," May 20, 2020

Digital communications and loyalty programs

Figure 38: Marketing-related behaviors, April 2020

Figure 39: Restaurant marketing attitudes, April 2020

Brands in action

Starbucks

Chick-fil-A

Chipotle Mexican Grill

Chili's

What's Struggling

Chain restaurants face transparency and trust issues

Figure 40: Restaurant marketing attitudes, by generation, April 2020

Scrutiny against large restaurant chains that acquired funding under PPP

What's Next

Off-premise options support longer-term growth

Figure 41: Change in takeout and delivery frequency, March and April 2020

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The Consumer – What You Need to Know

- Digital strategy can support word-of-mouth marketing
- Promotional value must be easily understood
- Menu photos and descriptions greatly influence consumer choice
- Consumers are receptive to digital and social marketing
- Food quality and innovation are key areas of interest
- Restaurateurs must remain adaptable to consumer needs

Restaurant Discovery and Information Sources

- Friends/family, personal connections are pivotal to discovery
Figure 42: Information sources, April 2020
- Online/social media sources effective in reaching younger generations
Figure 43: Information sources, by generation, April 2020
- Parents learn about restaurants through third-party delivery
Figure 44: Information sources, by parental status, April 2020
- Targeted efforts are necessary to reach ethnic groups
Figure 45: Information sources, by race/Hispanic origin, April 2020

Promotion Interest

- BOGO deals, discounts will drive most traffic
Figure 46: Jimmy John's Facebook post
Figure 47: Promotion interest, April 2020
- Young diners expect free delivery, show less interest in BOGO deals
Figure 48: Promotion interest, by age, April 2020
- Kids deals + third-party delivery makes good sense
Figure 49: Dickey's Barbecue Pit digital ad
Figure 50: Promotion interest, by parental status, April 2020

Restaurant Marketing Strategies

- Menu photos and descriptions are most effective
Figure 51: Restaurant marketing strategies, April 2020
- Gen Z is most receptive to digital marketing
Figure 52: Restaurant marketing strategies, by generation, April 2020
- Parents influenced by drive-thru menu marketing strategies
Figure 53: Restaurant marketing strategies, by parental status, April 2020

Marketing-related Behaviors

- Deals are frequency drivers, not necessarily trial drivers...
Figure 54: Marketing-related behaviors, April 2020
- ...but social media influencers can attract new diners
- Geotargeting may be polarizing
- Loyal diners are more influenced by social media

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Figure 55: Restaurant marketing statement agreement, by restaurant loyalty status, April 2020

Tap mobile and social marketing to inform Gen Z about LTOs and deals

Figure 56: Burger King Facebook Ad, June 2020

Figure 57: Marketing-related behaviors, by generation, April 2020

Parents engage with a variety of marketing tactics

Figure 58: Marketing-related behaviors, by parental status, April 2020

Marketers must emphasize value, at-home experiences to engage Hispanic consumers

Figure 59: Marketing-related behaviors, by Hispanic origin, April 2020

Communication Topics

Diners want to hear about quality and innovation

Figure 60: Communication topics, April 2020

Communication topics shift amid pandemic but balance is needed

Figure 61: Longhorn Steakhouse email, "Our Commitment to You," March 15, 2020

Support food quality with food safety and ingredient sourcing

Figure 62: TURF Analysis – Communication topics, April 2020

Oldest generations want to know more about safety/sanitation

Figure 63: Future activities, going to a restaurant, by generation, June 11-24, 2020

Figure 64: Communication topics, by generation, April 2020

Figure 65: Chipotle email, "Turn your spare change into social change," June 19, 2020

Nonparents are more interested in menu innovation

Figure 66: Communication topics, by parental status, April 2020

Restaurant Marketing Attitudes and Behaviors

Restaurants must listen and form personal connections with diners

Figure 67: Restaurant marketing attitudes, April 2020

Parents will share data to get a good deal

Figure 68: Restaurant marketing attitudes, by parental status, April 2020

Gain trust through charitable, ethical actions

Figure 69: Shake Shack email, "Listen. Learn. Act.," June 5, 2020

Young diners want restaurants to partner with charities

Figure 70: Restaurant marketing attitudes, by age, April 2020

Appendix – Data Sources and Abbreviations

Data sources

Forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

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Terms

Appendix – The Market

Figure 71: Total US revenues and forecast sales ranges of restaurants and eating places*, by segment, at inflation-adjusted prices, 2014-24

Appendix – The Consumer

TURF Methodology

Figure 72: Table - TURF Analysis – restaurant marketing strategies, April 2020

Figure 73: Table - TURF Analysis – Communication topics, April 2020

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