



Capabilities Presentation

Get to Know Us



brandtailers



35 Years of Brand Experience



brandtailers

Mission Statement

Insanely
Smart
Ideas

At Brandtailers, we know that marketing brilliance transcends the boundaries of budget. For 35 years, our unwavering mission has been to empower smaller brands, enabling them to confidently compete with industry giants. We are committed to helping these brands not only grow but also strategically position themselves for successful outcomes and lucrative sales. Our journey is about crafting innovative solutions that inspire success, proving that with **Insanely Smart Ideas**, any brand can shine brightly on the big stage.



Woman-founded



Since 1990



California-based



Restaurant Industry Experts



what do we mean by ***Insanely Smart Ideas?***

Insanely Smart Ideas defy the norm, proving that the best concepts can outmaneuver the largest budgets and dominate against big brands. We pride ourselves on our unique ability to leverage data driven creativity as a powerful tool, crafting campaigns that captivate and deliver impactful results, regardless of financial constraints.

By combining groundbreaking ideas with strategic marketing plans, we provide solutions that don't just stand out—they redefine possibilities. Our commitment to innovation ensures that any brand that is positioned with ***Insanely Smart Ideas*** can achieve exceptional success and make a lasting mark.



Our Core Strengths



MARKET RESEARCH

We leverage market research to become indispensable to our clients by meticulously gathering and analyzing data to inform strategic decisions, ensuring campaigns are both effective and impactful. By understanding consumer behavior and staying ahead of industry trends, we provide invaluable insights that drive client success and solidify our role as a partner vs. a vendor.



STRATEGIC PLANNING

Our strategic planning analyzes local dining behaviors and competitive landscapes through comprehensive market research, setting precise objectives and key performance indicators to craft a strategic roadmap that ensures effective restaurant positioning and targeted marketing with consistent, appropriately tailored messaging.



CREATIVE DEVELOPMENT

Our creative development process is a comprehensive journey that begins with a deep understanding of each restaurant's unique identity, seamlessly integrating appealing visuals with storytelling to craft compelling brand narratives. We focus on capturing the essence of the restaurant's ambiance and flavors, tailoring multi-platform content to resonate with different audiences.



ORGANIC MEDIA

Organic media, encompassing social media, emails, text messaging, and influencers, to name just a few, is a powerful tool in the restaurant industry when aligned with specific goals. We are recognized for our deep expertise in this field and approach it with the respect and strategic insight it deserves. By leveraging these tools effectively, we elevate guest engagement and significantly boost brand visibility.



PAID MEDIA

Our paid media approach is entirely media agnostic, focusing on using the best media formats for each client's unique needs, often times market by market. This allows us to achieve optimal results by selecting the right combination of channels, whether digital, traditional, or a combination of both, that best support the brand's objectives and reach their target audience effectively.

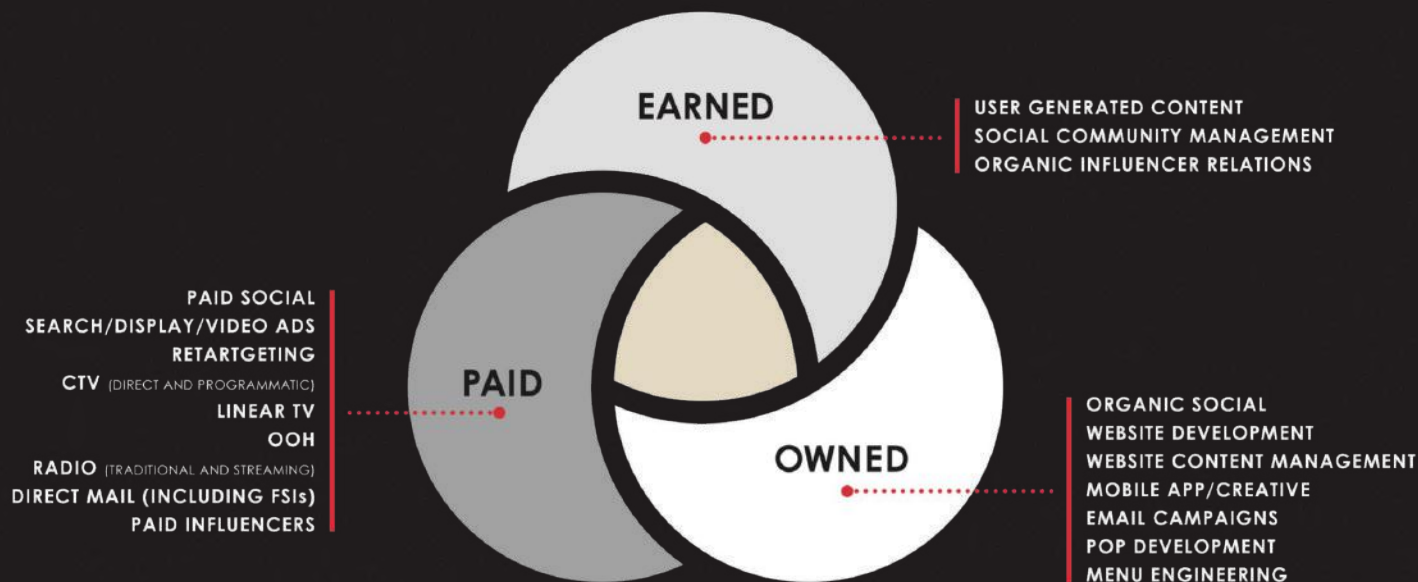


LASTING RELATIONSHIPS

Our agency is renowned for delivering exceptional service and care, ensuring every client's needs are met with the utmost dedication and attention. We pride ourselves on building lasting relationships through personalized support, consistently exceeding expectations and setting us apart in the industry.



Our Media Capabilities by Category





Market Research Capabilities

Competitive Analysis

Combining our data research technology with our industry knowledge, we leverage competitors strengths and weaknesses to uncover market opportunities and enhance our clients positioning.

Location Analysis

Conducting research to differentiate needs and solutions for individual locations, allowing us to tailor strategies that address unique requirements while ensuring consistency across the brand.

Surveys & Questionnaires

Regular gathering and analysis of essential data from customers, competitors, and target audiences to help drive marketing strategies, ultimately aligning client goals with consumer preferences.

Sales and Traffic Analysis

Leveraging our deep knowledge of the restaurant industry, we analyze clients' sales and traffic data to identify trends and optimize marketing strategies.

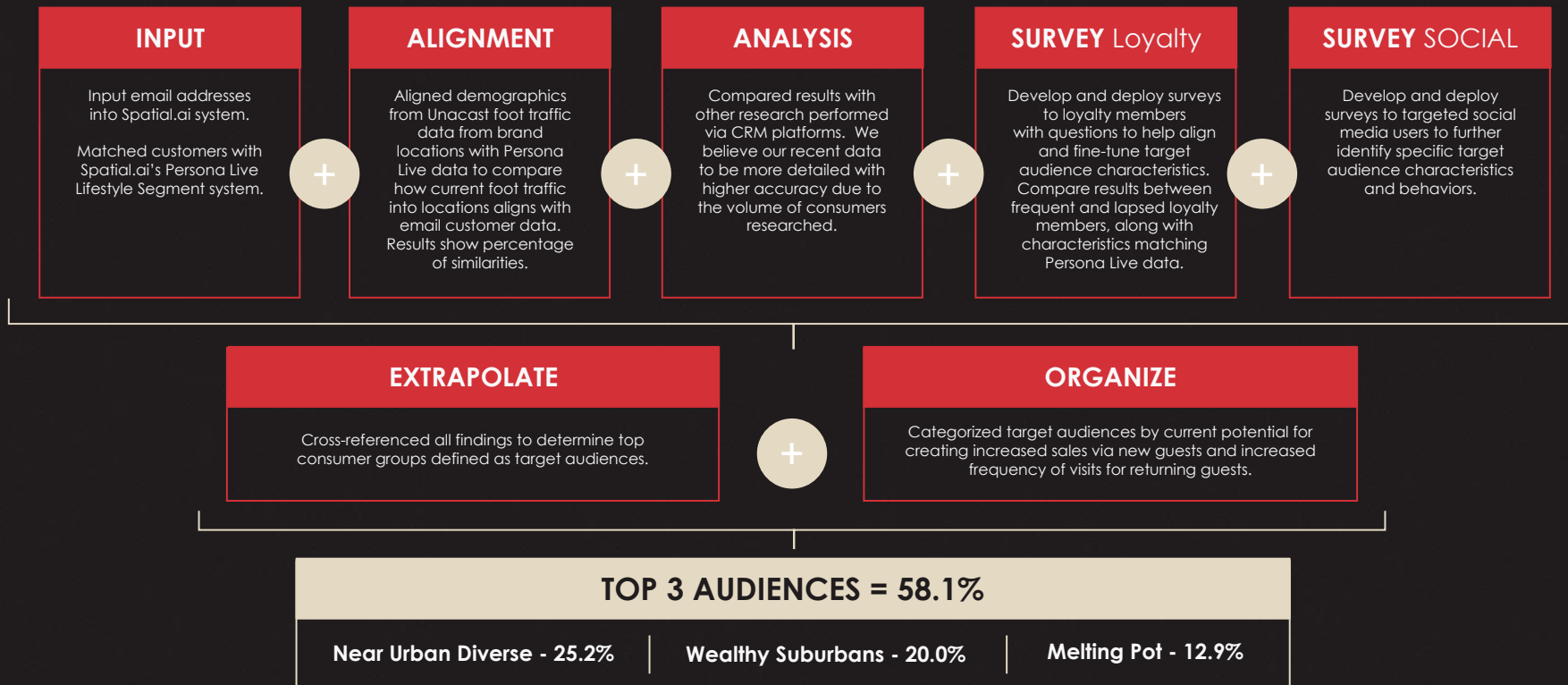
Market and Media Analysis

Utilizing timely data, we align relevant analyses with our clients' marketing needs to ensure effective media selection and strategy alignment to maximize impact and reach.



Research and Data Process Example

Brandtailors conducts a comprehensive study to identify and recommend top target personas:





Raw Data -> Actionable Insights





Our TechStack

Tools for Success





Specific Social Media Capabilities

Paid Social Ad Strategy

Targeted ads on social media platforms to drive awareness, engagement, website traffic, or conversions.

Organic Posting

Weekly content curated to connect authentically with audiences, build relationships, and grow an online presence.

Content Creation

Development & production of engaging photos, videos, graphics, and posts that are tailored to resonate with a brand's persona audience.

Community Management

Actively engaging on social platforms, responding to comments & messages to build loyalty and understand audience sentiment.

Influencer Management

Cultivating relationships with social media personalities & content creators to collaborate on campaigns and leverage their consumer impact.



Specific Digital Media Capabilities

Data Driven Decision Making

We leverage comprehensive data analytics to inform our media buying strategies that enhance the effectiveness of our campaigns and drive better outcomes for our clients.

Advanced Technology & Tools

We take planning to the next level, utilizing proprietary data, client 1st party data, and industry knowledge to align media efforts with attribution models and measurable KPIs.

Hands-On Ad Management

We prioritize a hands-on approach to daily paid ad management, actively overseeing and optimizing campaigns, ensuring that each decision is informed by human insight and market trends.

Industry Relationships

Our established relationships with media outlets and platforms allow us to secure favorable deals and exclusive opportunities for our clients. These connections give us a competitive edge in delivering high-value placements and innovative solutions.

On-the-Fly Adjustments

Unlike the standard *place-it-and-leave-it* media buys, everything is adjustable on a daily basis due to our active management. Our approach allows us to swiftly respond to market changes and client needs to achieve maximum performance and superior results.



Specific Creative Capabilities

Consistent Brand Messaging

Our ability to work with almost every form of our clients communication channels is that we can be responsible for maintaining and reinforcing a consistent brand message across all marketing.

Opposite of Order Takers

We show up with more Insanely Smart Ideas than our clients ever ask for. No one here is an order taker. We let you do your job, because we do ours, which includes knowing your brand inside out.

Regular Performance Analysis

We continuously monitor and analyze creative performance within each campaign, allowing for data-driven adjustments to maximize the effectiveness of marketing strategies.

Turn on a Dime Delivery

Unlike the average agency in today's world, our team excels at rapidly pivoting to deliver high quality creative solutions, ensuring we meet client needs with unmatched agility, responsiveness, and an innovative approach that keeps pace with market demands.

Refreshing Talent with Humility

We have exceptional talent, consistently delivering innovative and impactful solutions that exceed expectations. Yet, despite our team's impressive skills, they remain refreshingly humble, without letting egos get in the way.



Crafting Compelling Content

Showcasing Our Work



El Torito Style Guide





Chevys Style Guide





Appendix



Photography Styles/Examples

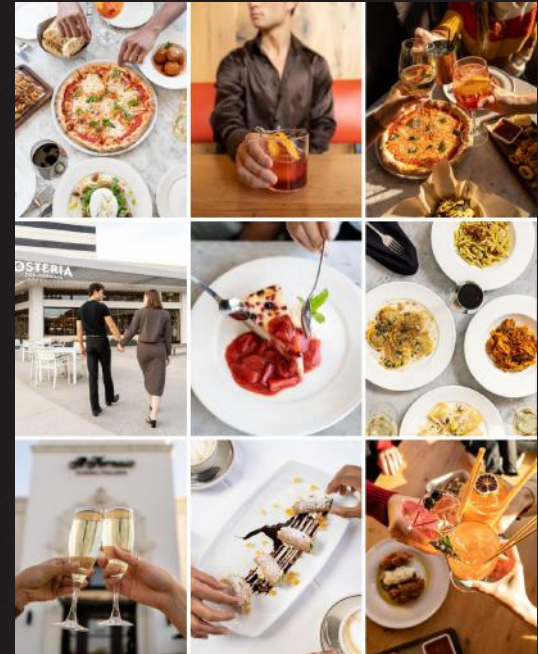
Fast Casual



Casual



Fine Dining





Social Feed Transformations



BEFORE



AFTER





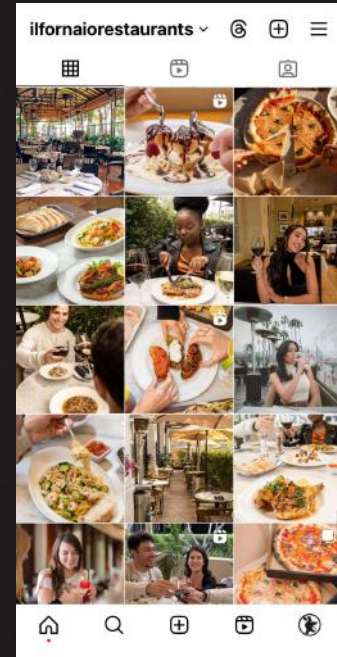
Social Feed Transformations

Il Fornaio

BEFORE



AFTER





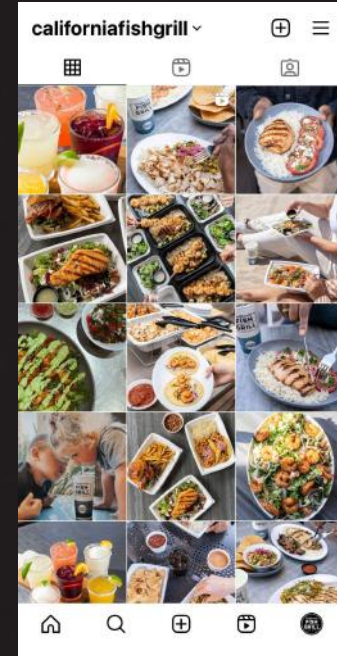
Social Feed Transformations



BEFORE

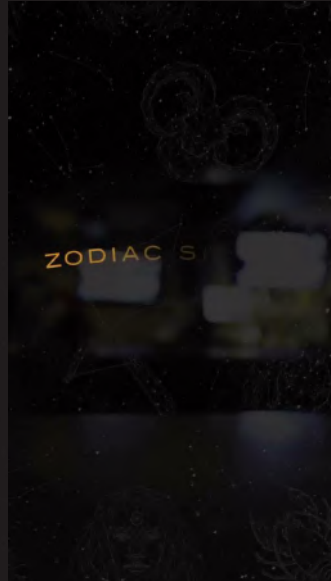


AFTER





Short-Form Video Examples





Case Study: Summer Fair

Developing a Social Media Campaign to Kickstart the Revitalization of Chevys



Chevys: Summer Fair

The Challenge

Chevys restaurants faced low brand visibility, resulting in stagnant sales, and limited growth in foot traffic.

In an effort to reignite interest, the brand introduced a new Summer Fair limited time menu from July to September. The primary challenge from a social media standpoint was: how to effectively capture the attention of potential customers beyond the confines of the restaurant's physical location.





Chevys: Summer Fair

The Solution

We launched a series of weekly activations dubbed "Summer Fair Fridays," drawing inspiration from beloved fair games and activities.

Each Friday, Chevys' social media channels came alive with engaging content, inviting followers to participate in various interactive challenges and experiences. Chevys' social media saw a boost of engagement and units saw a 13% increase in foot traffic, as fans sought the full fair experience in the restaurant.



Chevys: Summer Fair

Implementation

The activations featured a range of tailored fun fair games:

- **Relay Races**
- **Count the Olès**
- **Guess the Food**
- **Spot the Difference**
- **Count the Sombreros**

Each activity was meticulously designed to be interactive, entertaining and shareable.





Chevys: Summer Fair

Results

The Summer Fair social media campaign served as a testament to the power of creativity, engagement, and community-building in driving brand growth and revitalizing customer interest. By transforming Chevys' online presence into an interactive playground, we successfully rekindled excitement, sparked conversations, and reignited interest for Chevys.



155 Stories Posted, generating
30.6K Impressions and **1.3K Tap Backs**

6% increase in overall Impressions

102% increase in overall Tap Backs
compared to the 3 prior months

resulting in



+11% in sales
during the promotional timeframe

3% increase in LTO PMIX



Case Study: Lent

Invigorating California Fish Grill's Lent Season Sales



CFG: Lent

The Challenge

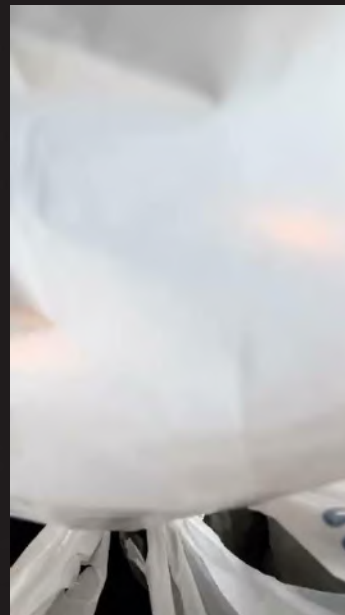
California Fish Grill (CFG) is renowned for its sustainable seafood offerings, making it a popular choice for diners during Lent. However, despite its reputation, the restaurant faced stagnant sales and declining foot traffic during what should have been its busiest period. With no advertising efforts in place, CFG realized this was a missed opportunity to reinvigorate interest and attract diners during a crucial period.



CFG: Lent

The Solution

To address the challenge, we devised a comprehensive full-funnel social advertising strategy aimed at driving awareness and increasing foot traffic to CFG locations. The strategy focused on leveraging digital platforms to promote CFG's sustainable seafood offerings and entice customers to visit.





CFG: Lent

Implementation

1. Brand Awareness Campaign: Launched video campaign pre-Lent targeting middle and upper funnel audiences to boost awareness of CFG's offerings.
2. Fish Friday Campaigns: Initiated weekly video campaigns on Meta and TikTok to highlight CFG's Lent offers.
3. Extended Friday Hours Campaign: Emphasized extended Friday hours throughout Lent, providing more dining opportunities.
4. LTO Promotion: Rolled out full-funnel campaign for the popular Shrimp & Swai LTO, utilizing diverse creatives to engage loyal and new audiences.





CFG: Lent

Results

Through targeted social advertising and strategic campaign execution, California Fish Grill successfully revitalized its Lent season sales, demonstrating the power of digital marketing in driving business growth and customer engagement.



4.75M Impressions

12K Landing Page Views

1.5K Online Purchases
during campaign timeframe

resulting in



+12.4% increase in sales
on first Lent Friday

7.1% final PMIX *for Shrimp & Swai*

+4.6% sales growth *during Lent Season*
(Feb 14 - Mar 28) amounting to
\$5.9 million YoY



Our Team Members Work With Every Client

The Admin



Cheril Hendry
CEO / President



Kristen Roberts
Vice President



Kathryn Thompson
Finance Director

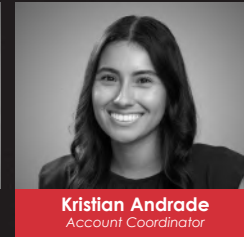
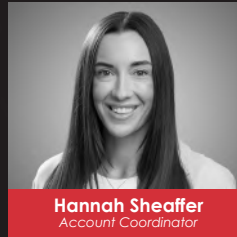
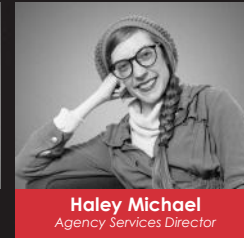
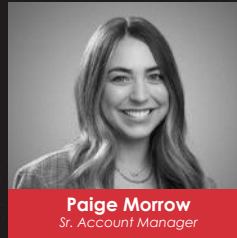


Haley Michael
Agency Services Director



Our Team Members Work With Every Client

Account Management





Our Team Members Work With Every Client

Creative Services



Randy Gwin
VP of Creative



Ish Salleh
Art Director



Jeremy Hamann
Jr. Art Director



Gio Dizon
Creative Designer



Taylor Spaulding
Creative Designer



Kendall Madsen
Creative Designer



Corinne Green
Jr. Creative Designer



Our Team Members Work With Every Client

Digital Strategy



Bret Hendry
VP of Digital Strategy



Mary Grace Meyer
Sr. Social Media Strategist



Laura Green
Senior Content Strategist



Susie Rios
Sr. Social Media Coordinator



Lester Ballia
Social Media Coordinator



Monica Lyons
Media Director



Lia Kwong
Digital Media Manager



More Reasons to Work with Us



Rich experience, compact size, and dynamic team bringing agility and speed.



Extensive range of tailored services honed over decades making for a cost-effective marketing solution.



Understanding the ins and outs of the restaurant industry—meaning zero downtime for training.



Unique approach that doesn't rely on big budgets to make a substantial impact.



Located in Southern California with footprints in Arizona, Washington, and Texas. We travel where needed to deliver in-person, custom-tailored strategies.



A lot of agencies have big egos, and they're a pain to work with. We don't have big egos, and we're the furthest thing from order takers you'll ever meet.



Brand Strategy

Market Research

Target Audience Assessment

Brand Positioning

Brand Messaging

Media Strategy & Planning

At Brandtailors, we specialize in data-driven growth strategies designed to meet a brand's business growth goals. Through our strategic process, we provide data-backed insights and guidance to help brands bridge the gap between their current state and their future aspirations. Leveraging powerful tools like Placer, Unicast, Black Box, and Technomic for comprehensive research, we ground our recommendations in robust market and consumer data. Our approach goes beyond identifying growth opportunities; we build foundational brand architecture, activate brand purpose across every touchpoint, and offer executional support to establish a compelling, ownable market position.



Marketing Strategy

Strategic Partners

In the fast-paced world of marketing, we know our clients are looking for more than just a creative spark—they're seeking a partner who truly understands their challenges. Although the majority of our clients are in the same industry, we dive deep into each unique landscape, offering a hands-on approach to strategic planning and analysis.

We're known for working closely with lean marketing teams, providing the support and insights they need to navigate their competitive environments.

Our goal is to become an extension of each team, filling the gaps with tailored strategies that help you achieve success, not just compete. It's not just about delivering a service; it's about building a partnership that moves your brand forward.





Marketing Strategy

Continuous Market Research: Ongoing analysis of market trends and consumer behavior to stay ahead of industry changes and seize timely opportunities.

Competitive Analysis: Detailed examination of competitor strategies to identify strengths, weaknesses, and market gaps, helping to fine-tune your own strategic approach.

NPS Analysis: Evaluation of Net Promoter Score to gauge customer loyalty and satisfaction, providing insights to improve customer experience and retention.

CRM Positioning: Strategic alignment of customer relationship management systems to enhance customer interactions and boost overall engagement.

Opportunity Analysis: Identification and assessment of potential growth areas within the market, enabling informed decision-making and strategic investments.

Marketing Plan Support: Assistance in developing and refining marketing plans to ensure alignment with business objectives and effective resource allocation.

Content Strategy: Crafting a comprehensive plan for content creation and distribution across channels to effectively engage and convert the target audience.

Positioning Analysis: In-depth evaluation of brand positioning to ensure it resonates with the target market and stands out in the competitive landscape.

Campaign Strategy: Development of targeted marketing campaigns with clear objectives, messaging, and performance metrics for measurable success.

Customer Journey Mapping: Visualization of the customer experience to identify key touchpoints and optimize interactions from awareness through to purchase and beyond.

Media Strategy & Placement: Strategic planning and execution of media buying to maximize reach and impact across the most effective channels.

Creative Positioning & Development: Crafting and refining creative concepts that align with brand identity and effectively communicate key messages to the audience.