

inspiro

BRAND TOUCHPOINT EVALUATION
RESTAURANT EDITION

When was the last time you spent some quality time looking at your restaurant through someone else's eyes? Really detailed, step by step small stuff? Now is the time to take that step.

Your brand is who you are, not just your logo but everything about you. How the first impression of your exterior looks, business cards, menus, website, marketing materials. Now dig deeper and consider your phone message, the personality of the hostess and the cleanliness of the restrooms.

DIRECTIONS:

Gather all collateral material in one place. You can use the following sheet as a sort of scavenger hunt.

Take your time. Find a time and place where you won't be interrupted. You will be rating all items on a scale of 5-1 (5 being the highest). There are no right or wrong answers just follow your intuition. Honest responses will make your brand much stronger.

Visualize your competition against yourself. Better yet, visualize the best version of your business and how you want it to be. Question yourself - If your logo were not on there, would people know it was yours?

Now go evaluate each item to gain the insights to improve your brand and your customers experience.

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Ratings: 5=highest 1 =lowest;

5 excellent • 4 good • 3 just okay • 2 needs improvement • 1 probably hurting business

	Quality	Consistency	Last Updated	Action Needed
BRAND IDENTITY				
Logo	_____	_____	_____	_____
Tagline	_____	_____	_____	_____
EXTERNAL IMPRESSIONS				
Signage	_____	_____	_____	_____
Exterior Look	_____	_____	_____	_____
Overall Drive By Appearance	_____	_____	_____	_____
Phone Message	_____	_____	_____	_____
Website	_____	_____	_____	_____
Facebook/Social Media	_____	_____	_____	_____
Advertising - mailers/promos/ads	_____	_____	_____	_____
Email Newsletters	_____	_____	_____	_____
Other _____	_____	_____	_____	_____
BRANDED MATERIALS				
Menu(s) - check both inside and out	_____	_____	_____	_____
Kid's Menu/Take Out/Catering	_____	_____	_____	_____
Business Cards	_____	_____	_____	_____
Coasters/Napkins	_____	_____	_____	_____
Matches/Toothpicks	_____	_____	_____	_____
Gift Cards	_____	_____	_____	_____
To-Go Packaging	_____	_____	_____	_____
Uniforms	_____	_____	_____	_____
Catering Vehicles	_____	_____	_____	_____
Other _____	_____	_____	_____	_____
INTERNAL IMPRESSIONS				
Food Quality & Value for cost	_____	_____	_____	_____
Food Appearance	_____	_____	_____	_____
Front Entry/Hostess Stand	_____	_____	_____	_____
Greeter/Hostess	_____	_____	_____	_____
Server Staff	_____	_____	_____	_____
Tabletops/Seating	_____	_____	_____	_____
Interior Decor	_____	_____	_____	_____
Lighting	_____	_____	_____	_____
Restrooms	_____	_____	_____	_____
Mood/Vibe/Music	_____	_____	_____	_____
"WOW" factor	_____	_____	_____	_____
Other _____	_____	_____	_____	_____
OVERALL SCORE	_____	_____	_____	_____