

Localize Your Restaurant Value Message



External Drivers



Degree of Competition

Saturation of restaurants varies widely by trade area. Customize the amount and type of Value messaging on a per-location basis.



Competitor Activity

Respond quickly to a local offer. Go on the offensive when a local competitor closes, and be aggressive when new ones open.



Wages and Employment

Relative living wage may vary greatly across a metro - customize your Value message based on local dynamics.



Demographics

Trade areas with unfavorable population and income trends may need more price promotion than other areas of a market.



Market Penetration

Measuring the % of HHs who've shopped the restaurant recently can inform acquisition vs. return visit Value decisions.

Internal Drivers



Performance Trend

Select the media channels and creative levers that address each location's need: traffic, party size, new loyalty members, etc.



High vs. Low Volume Stores

Low-volume locations need traffic count increases, whereas high-volume locations seek to retain healthy AOV and PMIX.



Order Mode Emphasis

Deploy Value offers only for the precise method of Order and Fulfillment that best suit each location's strengths & business needs.



Service Reputation

Locations should select the Value approach that maximizes the local guest experience, yielding more repeat visits and referrals.



Daypart Growth Needs

Localization enables promotion of the exact daypart + menu category that is most likely to yield the best results.

Full article at [Hyperlocology.com/blog](https://hyperlocology.com/blog)