

# Case Study Moe's Southwest Grill



## Local Store Marketing

### Challenge

- Strong same-store sales in 2010 but needs additional 5% in 2011
- Find way to drive new trial in non media markets where awareness is low
- Stiff competition from Chipotle, Qdoba, and others

### Solution

- Customized Community Marketing program based on Brandstand's Local Marketing methodology
- Design, Train, Coach, & Support franchisees in driving community marketing programs

### Result

- Pilot Participants (26) are up 4.3% over control group in just six months

"By the sixth month of Brandstand's program, our test group was outperforming our control group by 4.8%."

– Paul Damico, President - Moe's Southwest Grill



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