

# Chain Forms Brand Strategy for Nat'l Growth

Case Study\*



\*Project conducted with Technomic.

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# The Situation

## Chain Forms Brand Strategy for National Growth



A successful, LSR Chicken chain with 18 U.S. units in 6 regions is operated by 6 different franchisees with different ideas about what the brand strategy should be.

- ▶ Corporate unable to exercise brand control
- ▶ Brand image muddled and confusing
- ▶ Promotions are weak and costly
- ▶ Unit sales growth rate – flat
- ▶ Franchise sales halted

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# The Actions

## Chain Forms Brand Strategy for National Growth



CA consultants led a strategic planning initiative to raise the brand positioning to the most competitive and “agreeable” position.

- ▶ Met with franchisees to learn their concerns
- ▶ Conducted competitive SWOT brand analysis
- ▶ Conducted brand-specific consumer surveys
- ▶ Facilitated a strategic planning session (2 days)

# The Results

## Chain Forms Brand Strategy for National Growth



The company's senior management created a new positioning with consumer appeal and a competitive edge then took steps to consolidate brand control.

- ▶ Enhanced corporate marketing services
- ▶ Enhanced corporate operating services
- ▶ Centralized product development and QA
- ▶ Set strict guidelines for all aspects of brand
- ▶ Reached top-10 chains growth rate

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