

2021 RESTAURANT REPORT

APPETITE FOR LOYALTY

3

WAYS TO BE
TOP OF MIND
when guests
decide to dine

VERICAST

/ INTRODUCTION

It's a difficult time for the restaurant industry. Almost two years of changing restrictions and a skills shortage mean it's never been more important to get your marketing strategy right.

As people return to eating away from home, the rules of engagement have changed: You've got to meet your customers where they are. Diners are looking online and on mobile more than ever for deals and reward programs to help them make spur-of-the-moment decisions when they eat out. This means it's crucial to have an always-on omnichannel approach that gets you in front of them at the right time.

Guests are also after a more purposeful way of restaurant dining that fits in

with their lifestyle and rewards long-term loyalty. As the costs for eating out are on the rise, it pays for you to be front and center so guests can easily connect with your offering.

OUR RECENT RESEARCH RESULTED IN 3 WAYS TO MAKE SURE YOU KEEP YOUR PLACE IN YOUR CUSTOMERS' HEARTS (AND STOMACHS) SO YOU'RE ON THEIR MIND THE NEXT TIME HUNGER HITS.



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**WAYS TO BE
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IN THE MOMENT >
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01 CREATE DEALS THAT CUT THROUGH IN THE MOMENT

While 61% of people agree that rising prices are making restaurant dining too expensive, deals and incentives can spark an appetite for your brand.

A good deal can help guests with dining decisions.

POTENTIAL GUESTS SAY



Coupons and discounts encourage them to try a new restaurant



Coupons and discounts are important to save money on restaurant visits



They use print ads to help them plan restaurant visits



They want the least expensive meal options when planning for the week

28%



42%



51%



54%



“

Deals can often be the defining factor of where people choose to eat

Coupons, deals and discounts — whether print or digital — tip the scales on restaurant decisions (47%) over recommendations from friends and family (46%)



02 / TURN A WHIM INTO A WIN

Eating out is often spur of the moment — but your strategy shouldn't be.

“ People are deciding on the fly that they need a break from home cooking

THEY DECIDE THE DAY OF TO

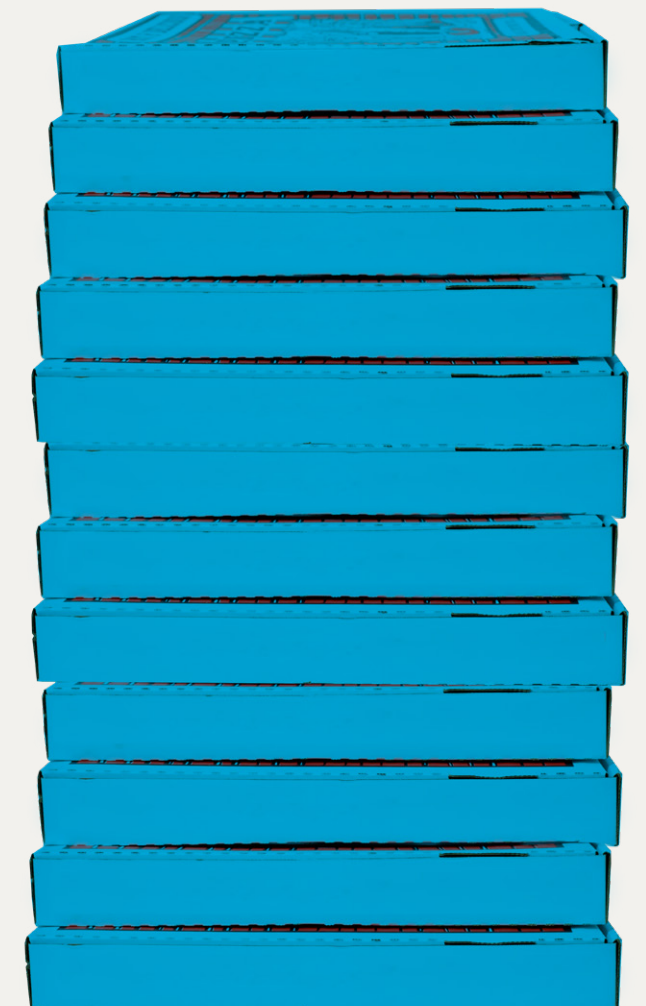
48% Eat in a restaurant



61% Order takeout from restaurants other than pizza



69% Order pizza



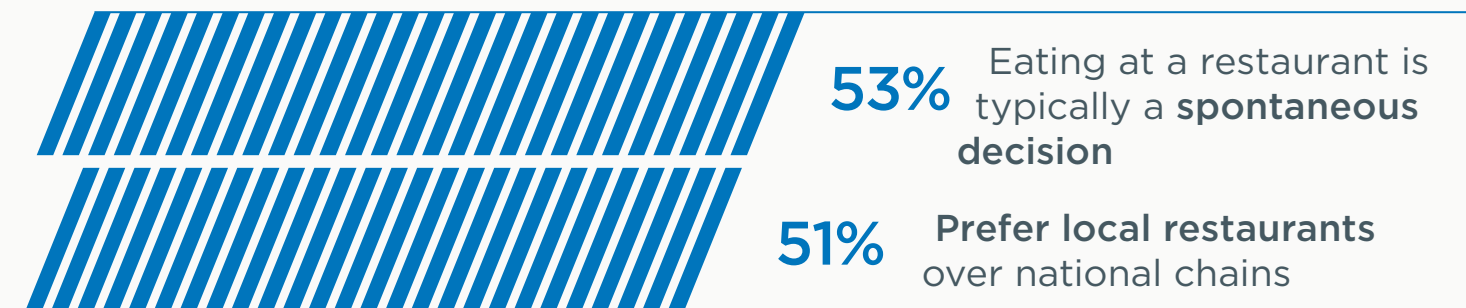


“ Those more likely to make snap decisions also have a bit of cash to spare

AFFLUENT CONSUMERS



“ But that means your marketing needs to stand out above the competition



As part of our research, affluent consumers are defined as those with a household income of \$100,000 and over

“

Serve up a strategy that appeals to diners' varying desires

GEN Z

22%

Want coupons, discounts and deals

MILLENNIAL PARENTS

33%

Looking for convenience and quick meals

AFFLUENT CONSUMERS

43%

Want healthy living options

GEN X

31%

Looking for the least expensive meal options

Generation (Gen) Z: born 1997–2003 / Millennial: born 1981–1996 / Generation (Gen) X: born 1965–1980 / Baby Boomer: born 1946–1964

Parent: has child(ren) under age 18 in HH

03 / MOBILIZE THE POWER OF THE SWIPE

Don't go dark on your marketing strategy. Leverage digital platforms, loyalty programs and mobile ordering to get in front of your customers and keep them engaged when they're ready to bite — and when they come back for seconds.

“ People are making moves toward mobile to save on dining

PEOPLE USE

46% The internet to search for coupons or discounts

49% Their smartphone or mobile device to save on restaurant dining



“ Especially when it comes to millennial parents

58% Browse the internet for restaurant deals

68% Scroll on their smartphones to save



This gives brands the opportunity to have diners eating (and saving) out of the palm of their hand

54% Will spend more at a restaurant when they have a coupon

61% Say a coupon, discount or promotion is influential in the decision about which restaurant to order from

Resulting in more goodwill at mealtimes

45% Feel more positively toward a restaurant that offers coupons and discounts

/ STAY ON TOP WITH OMNICHANNEL MARKETING

The most responsive customers to an online, omnichannel approach might be younger generations — they also happen to be the ones returning more often to restaurants.

“ Millennials and Gen Z are more likely to look to restaurants for their dinner decisions

MILLENNIALS AND MILLENNIAL PARENTS

BABY BOOMERS

41%

34%

Percentage of the week eat restaurant meals

GEN Z

11%

Don't cook at home at all, a bigger proportion than all consumers



“ Millennials are also most likely to download restaurant apps for discounts

MILLENNIAL PARENTS

BABY BOOMERS

68%

33%

Using **mobile** to save on restaurant dining

MILLENNIALS

GEN Z

56%

51%

Search the **internet** for coupons or discounts for restaurants

26%

28%

Most likely to be swayed by **social media** recommendations





“ But critically, they are also influenced offline

MILLENNIAL PARENTS



65% Will look through **print ads** for restaurants, as will 51% of Gen Z

GEN Z



23% Will go online after seeing a **print ad** to make a restaurant order
(Compared with 9% of baby boomers)

“ And they’re in the market, more than any other consumers, for a dining discount

MILLENNIAL PARENTS

GEN Z

72%	61%	Influenced by a coupon, discount or promotion when choosing which restaurant to order from
36%	32%	Won't dine at a restaurant without a discount

PAPER + CLICK:

/ OMNICHANNEL MEANS YOU'RE ON THEIR MIND

After seeing a print ad, **72% of Gen Z** and **74% of millennials** will take to the internet to review a menu or download an app, for example — so it pays to meet your customers where they're at, online *and* offline.

It might be time to evaluate your online presence and ease of use of your site when your customers are browsing as well as perusing on paper.

AFTER SEEING A PRINT AD

32%

Will go online to review a brand's menu

22%

Will go online to research restaurants

21%

Will go online for a coupon or discount



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/ ABOUT THE STUDY

The Vericast Awareness-to-Action Study is an ongoing study fielded in conjunction with Prosper Insights & Analytics, a global market research company. The sample was derived via an online survey and all participants were at least 18 years of age and living in the contiguous United States. The data included in this report was fielded Sept. 8 through Sept. 15, 2021 to 1,802 respondents and is balanced by age and gender.

About Vericast

Vericast is reimagining marketing solutions one business-to-human connection at a time. By influencing how over 120 million households eat, shop, buy, save and borrow, Vericast fuels commerce, drives economic growth and directly accelerates revenue potential for thousands of brands and businesses. While its award-winning portfolio of products, technology and solutions are part of the Vericast story, its people are the true differentiators; trailblazers in data intelligence, marketing services, transaction solutions, campaign management and media delivery.