

media release



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Shingle Inn

RESEARCH HELPS BUDDING FRANCHISOR CHANGE COURSE

Despite having operated Shingle Inn for almost half of the well-known Brisbane café's 72 year history, recent customer research highlighted important grass-roots information for the company's directors as they begin their foray into establishing the famous brand as an equally successful franchise operation.

"We were particularly curious regarding the high awareness levels of our healthy food offering in proportion to our sales of these products, particularly with so much public education regarding healthy eating" says Director Andrew Bellchambers. "It seems people feel comfortable knowing the healthy options are there but they still want to enjoy themselves and indulge in a decadent treat."

Mr Bellchambers says research was predominantly undertaken to facilitate brand development, ensuring that new customers understood and embraced that which has made Shingle Inn a Brisbane icon.

"We've made the majority of decisions over the years based on our own understanding of the company and what the public wants through their purchase decisions. This research exercise has helped us to see the business through the eyes of our satisfied and loyal customers, taking our understanding to a whole new level."

Researcher, Philip Derham from Derham Marketing Research says the history and tradition associated with the business is taken for granted by most customers although it's still important for developing Shingle Inn's brand on an intra and inter-state level as the franchise seeks to expand.

"Customers certainly acknowledge the history and tradition of Shingle Inn when prompted," says Mr Derham, "however it is not by any means top of mind for them, it is essentially taken for granted."

"Shingle Inn customers are motivated more by the delicious, decadent food and good coffee they enjoy, knowing they will get looked after at Shingle Inn."

The level of trust in the company by customers is one factor Mr Derham says is special about Shingle Inn.

"We had an exceptionally high response rate at 36% and more than 70% of customers chose to provide their street address to enter a completion competition. These are the actions of customers who have implicit trust in the Shingle Inn brand."

Since completing the research Shingle Inn has been working together with branding consultants Farmout to interpret the results to tweak the company's branding and visual communications.

"We are aiming to position the brand for the future without disinheriting our past but it's not easy," says Mr Bellchambers, "especially when you're faced with a brand that my parents devoted their working lives to and that I've essentially grown up with, so we're trying to be open-minded about changes that need to happen."

"We've always been happy to listen to our customers so having the research results in black and white certainly does make a difference."

Figures including a high satisfaction rating amongst 90% of customers and 47% of people visiting with a family member position Shingle Inn well for their projected growth.

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