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# CONSUMER INSIGHT & MARKETING SEMINAR



# PETER MARTIN

founder



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Peach Factory is an innovative media, insight and networking business - providing unique analysis, intelligence and market access in the UK eating and drinking-out market.

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Marketing  
**Wagamama launches new iPhone app**

Marketing

**LOVE FREE COFFEE? JOIN THE CLUB**

**Costa launches new loyalty card**  
8 March, 2010


Costa Coffee has introduced what it says is the most comprehensive loyalty scheme in its sector. The Coffee Club loyalty card will give customers five points for every £1 spent in its stores, with

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**Guess who came to dinner for Table Table**

28th January, 2010

Table Table, the Whitbread pub restaurant chain, has set out to win some PR coverage for itself by employing a tried-and-trusted media technique - the Fantasy Dinner Party game. [more...](#)

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The search for affordable luxuries - Peach Report

http://www.peach-report.com/Trends/394480/the\_search\_for\_affordable\_luxuries.html

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## The search for affordable luxuries

5 January, 2010

A boom in UK cinema attendances underlines the public's continuing appetite for an affordable and entertaining evening out. This year's blockbusters including Harry Potter and the Half-Blood Prince, Star Trek, Slumdog Millionaire and this Christmas's big winners Sherlock Homes and Avatar have put UK box offices on course for record takings of £1bn in 2009.

"It's an incredibly immersive shared experience. That's why people are still making a beeline for it. It's this special experience that can't be replicated at home," says Mark Batey, chief executive of the Film Distributors' Association (FDA).

Cinema admissions for the first 10 months of this year are at 142.2m, according to the FDA. It expects the year as a whole to be the best for attendances since 2004. The projection is for revenues to top £1bn for the first time since the 1940s.

The growth in 3D has also helped fuel the trend. Digital 3D films, where moviegoers now don smart plastic glasses rather than the flimsy old cardboard ones, have taken 10% of box office receipts this year despite being only 3% of the hundreds of films released.

Sci-fi blockbuster Avatar became 2010's first number one movie in the UK and made history by becoming the fastest picture ever to achieve \$1bn in worldwide box office returns.

So people aren't simply feasting at home. The obvious challenge for pubs and restaurants is to make their offer just as compelling and a sufficiently different experience to staying at home - or at



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# A brand literate nation

Increase in recognition across the board in past 18 months



# Brand awareness

Which of the following pub and restaurant brands have you heard of?

## **Over 90% know:**

McDonald's; Pizza Hut; Burger King; KFC; Starbucks; Little Chef;  
Wetherspoons; Wimpy; Subway

## **Over 80% heard of:**

Beefeater; Pizza Express; Costa; Harvester;

## **Over 70% know:**

Brewers Fayre; TGI Fridays; Frankie & Benny's; Pret a Manger;  
Caffe Nero; Yates's

## **Over 60% heard of:**

Slug & Lettuce; Nandos; Café Rouge

Source: HARRIS INTERACTIVE / PEACH FACTORY - EATING OUT FIELD SURVEY: 12th August - 20th August  
2009

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# Biggest visibility winners

- La Tasca - up 19% points
- Café Rouge - up 16%
- Bella Italia - up 16%
- Caffè Nero - up 15%
- Carluccio's - up 15%
- Wagamama - up 14%
- Toby - up 14%



**CAFFÈ NERO**

Source: HARRIS INTERACTIVE / PEACH FACTORY - EATING OUT FIELD SURVEY: 12th August - 20th August 2009

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# People are using brands

% eating at in past six months

1. McDonald's 40%
2. KFC 27%
3. Wetherspoon 26%
4. Subway 26%
5. Pizza Hut 21%
6. Burger King 20%
7. Starbucks 18%
8. Costa 17%
9. Pizza Express 16%
10. Harvester 16%



Source: HARRIS INTERACTIVE / PEACH FACTORY - EATING OUT FIELD SURVEY: 12th August - 20th August  
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# Biggest winners

Increase in those visiting in past six months

- Subway +6% pts
- Costa +6%
- Pizza Express +6%
- KFC +5%
- Nandos +5%
- Wetherspoon +4%
- Café Rouge +4%



Source: HARRIS INTERACTIVE / PEACH FACTORY - EATING OUT FIELD SURVEY: 12th August - 20th August  
2009

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# How good was it?

A more mixed picture from a more discerning consumer  
(% rating experience good or excellent)

## **Over 75% positive rating:**

Carluccio's, Nando's, Prezzo, Wagamama

## **Over 70% positive rating:**

Pizza Express; Beefeater; Harvester; La Tasca

## **Over 65% positive rating:**

Café Rouge; Toby; Chef & Brewer; GBK; Table Table;  
Bella Italia; Pizza Hut; Subway; TGI Fridays; Pret a Manger

Source: HARRIS INTERACTIVE / PEACH FACTORY - EATING OUT FIELD SURVEY: 12th August - 20th August  
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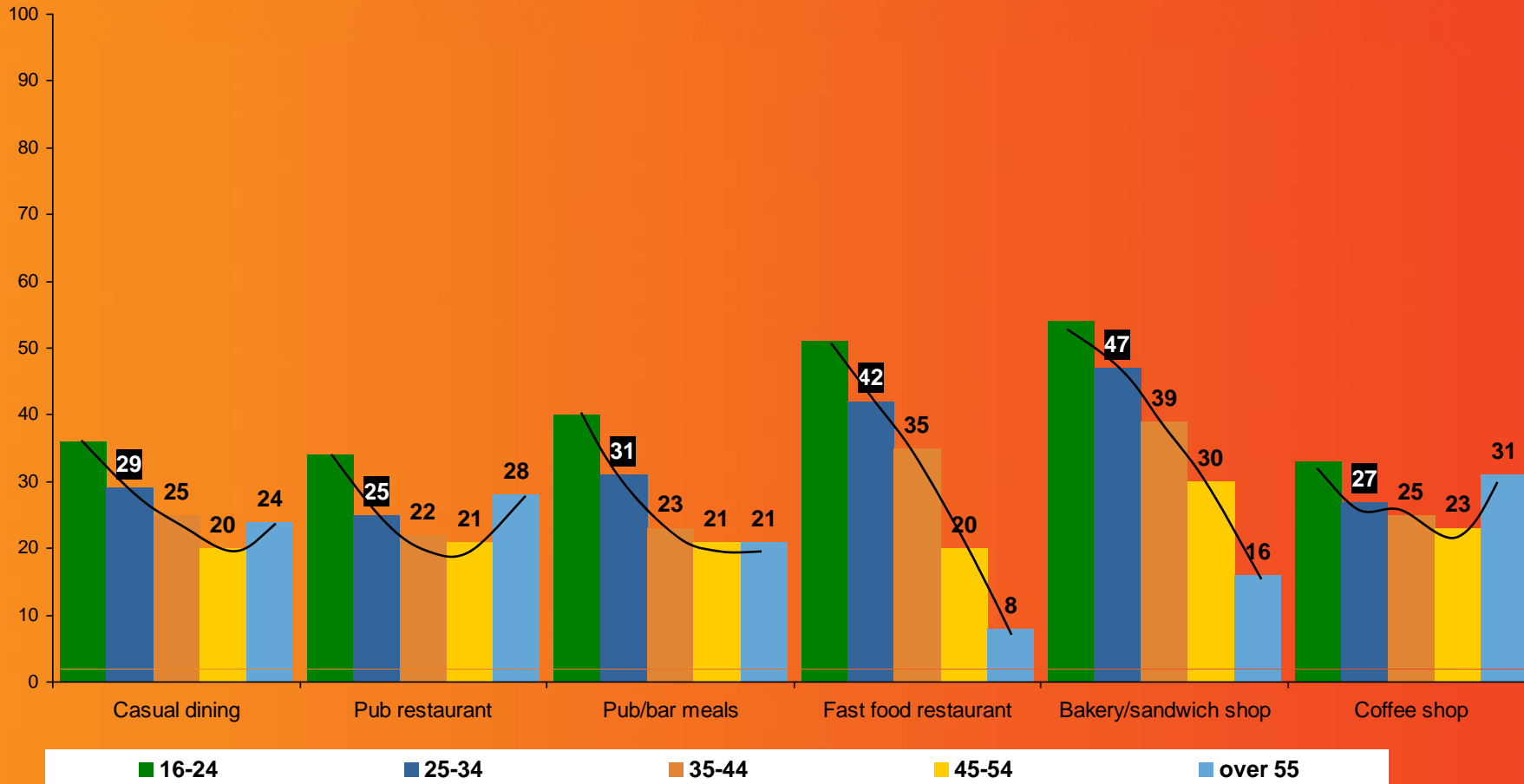


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CONSUMER RATINGS FOR UK EATING & DRINKING OUT MARKET

# Eating-out age profiles

(% eating out at least monthly)



Source: HARRIS INTERACTIVE / PEACH FACTORY - EATING OUT FIELD SURVEY: 12th August - 20th August 2009

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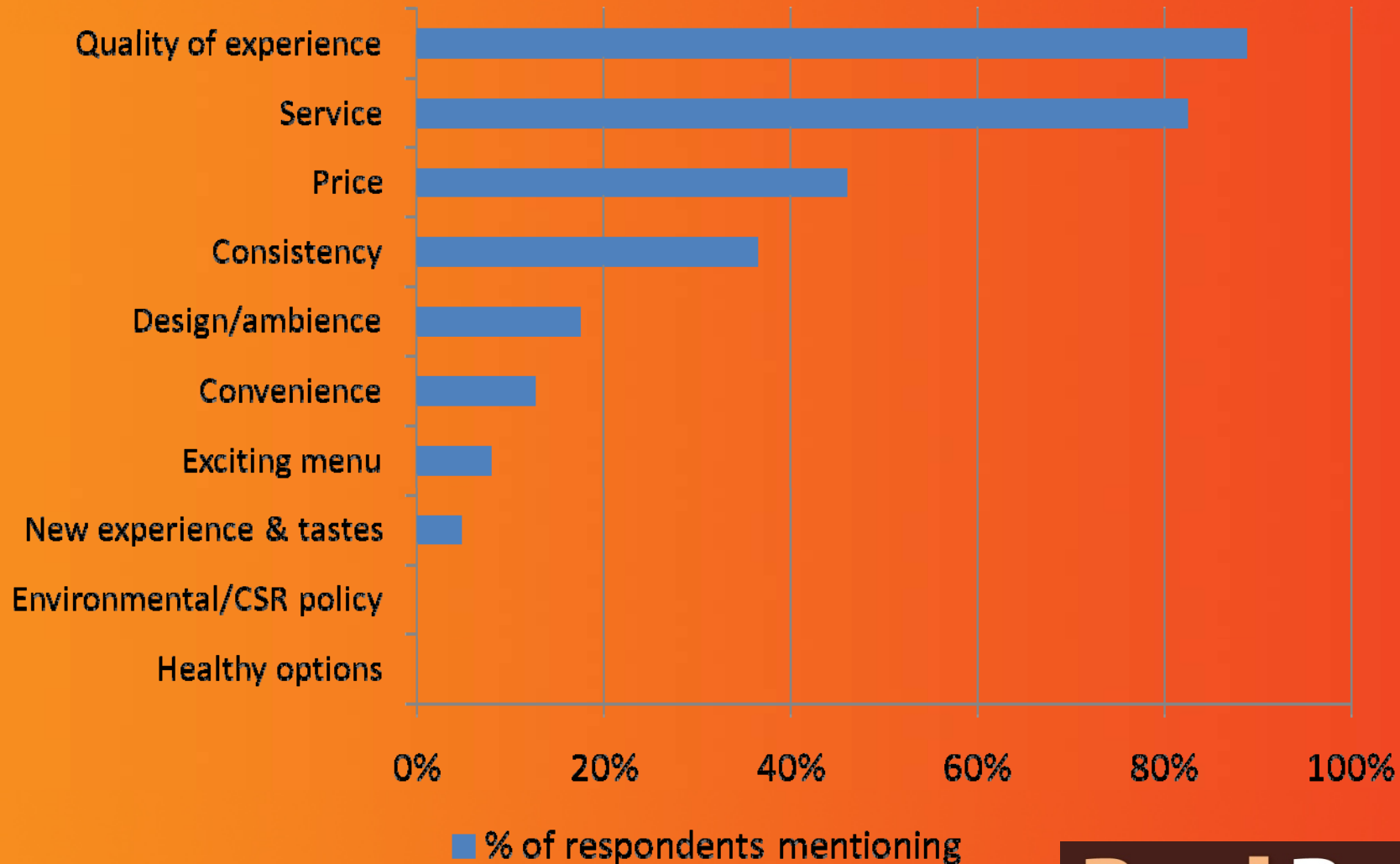


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2010**

**BUSINESS  
LEADERS'  
SURVEY  
RESULTS**

# Bosses' business focus

What's most important to your customers when deciding to eat/drink out

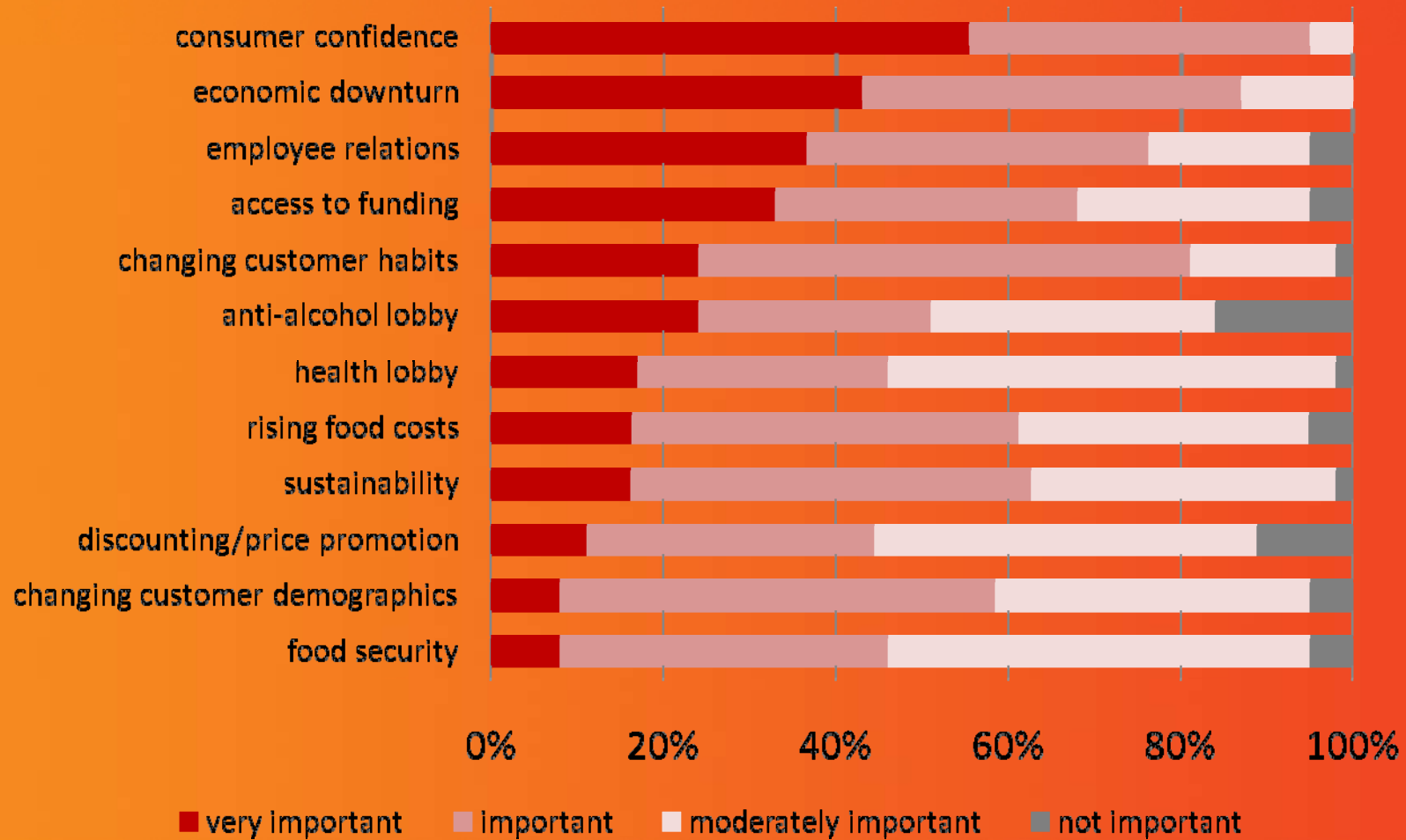


Source: Peach 2010 Business Leaders survey

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# Where could it come unstuck?

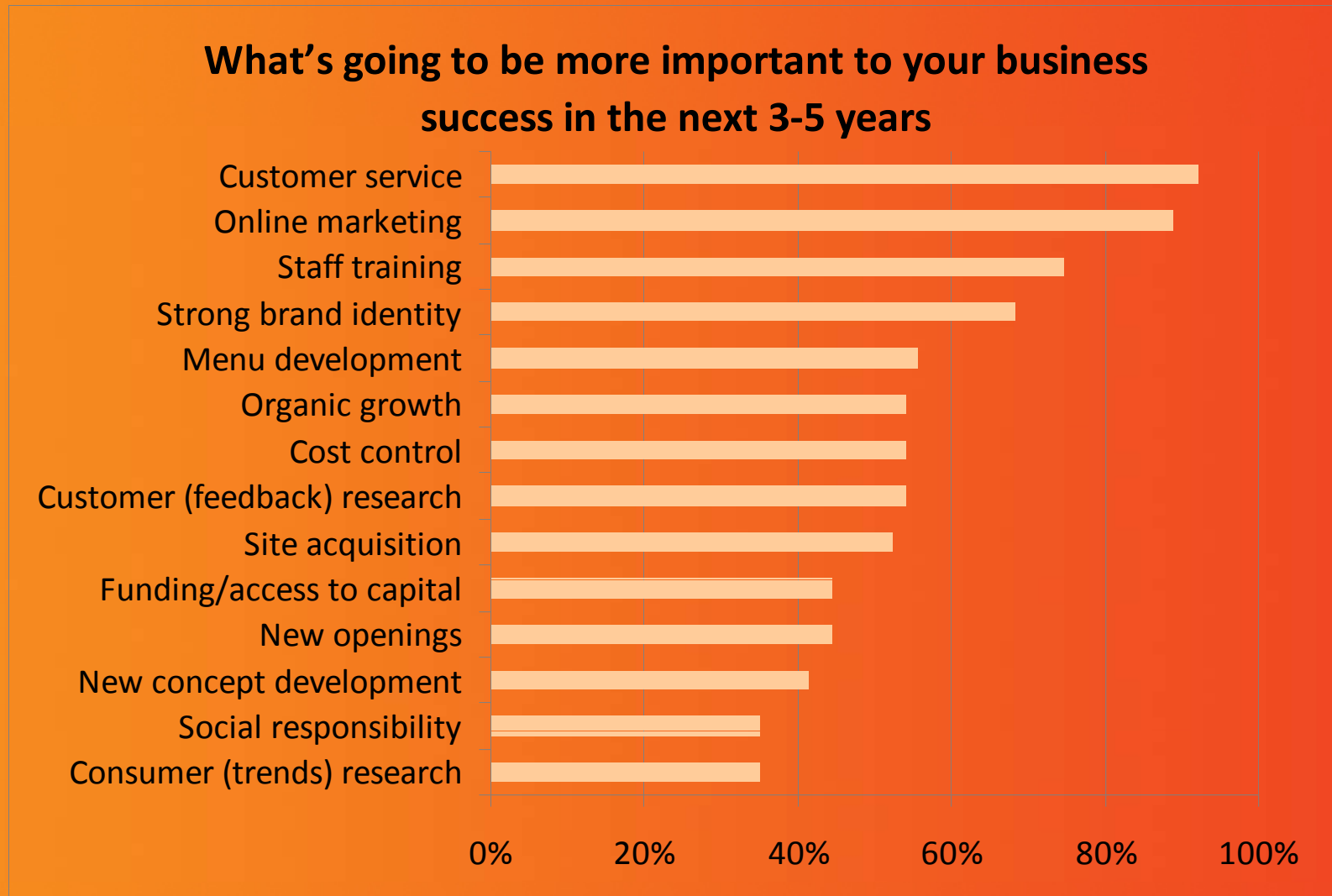
## The most important challenges for the next 5 years



Source: Peach 2010 Business Leaders survey

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# Where's the effort going?

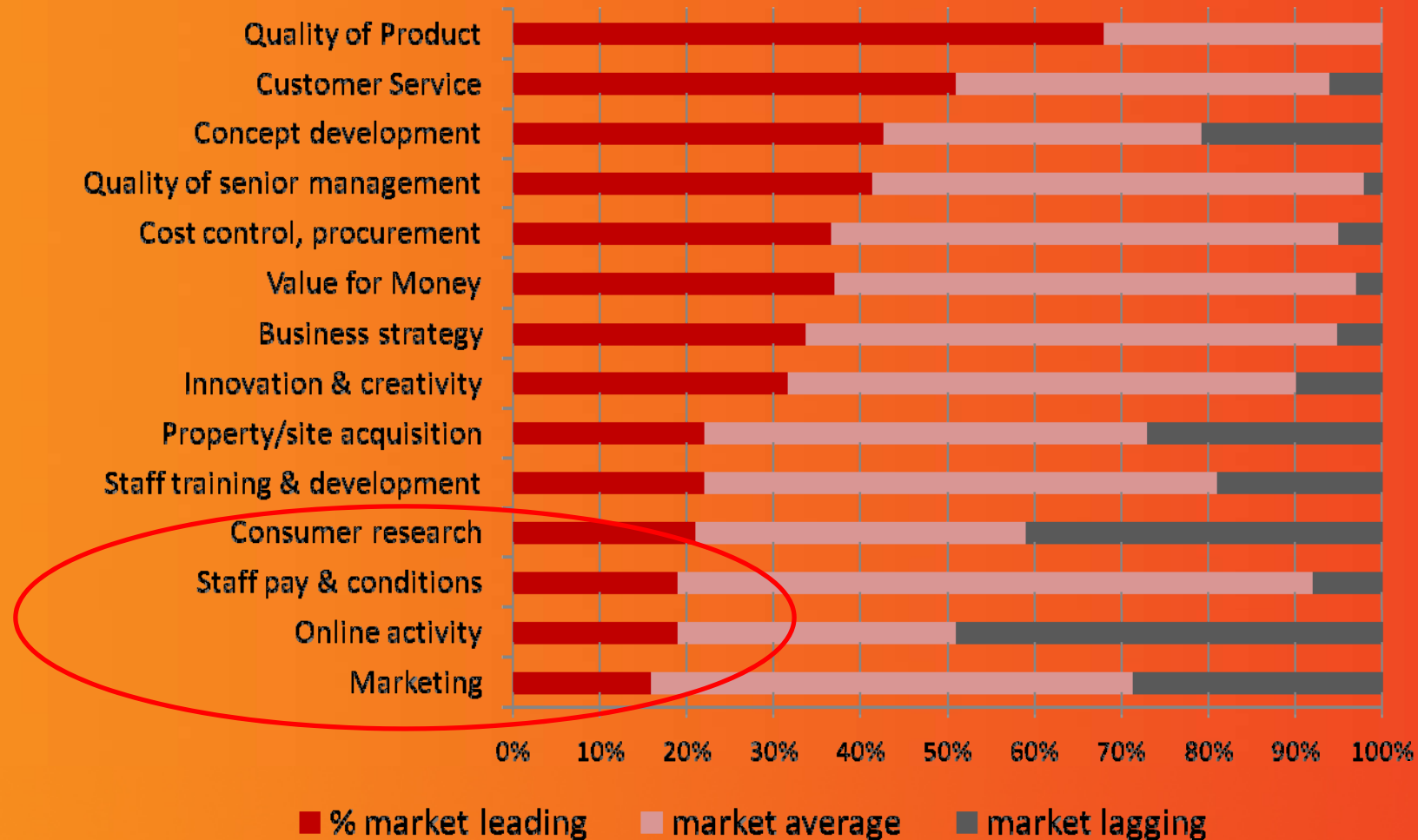


Source: Peach 2010 Business Leaders survey

# Leaders or laggards?

How do we rate ourselves?

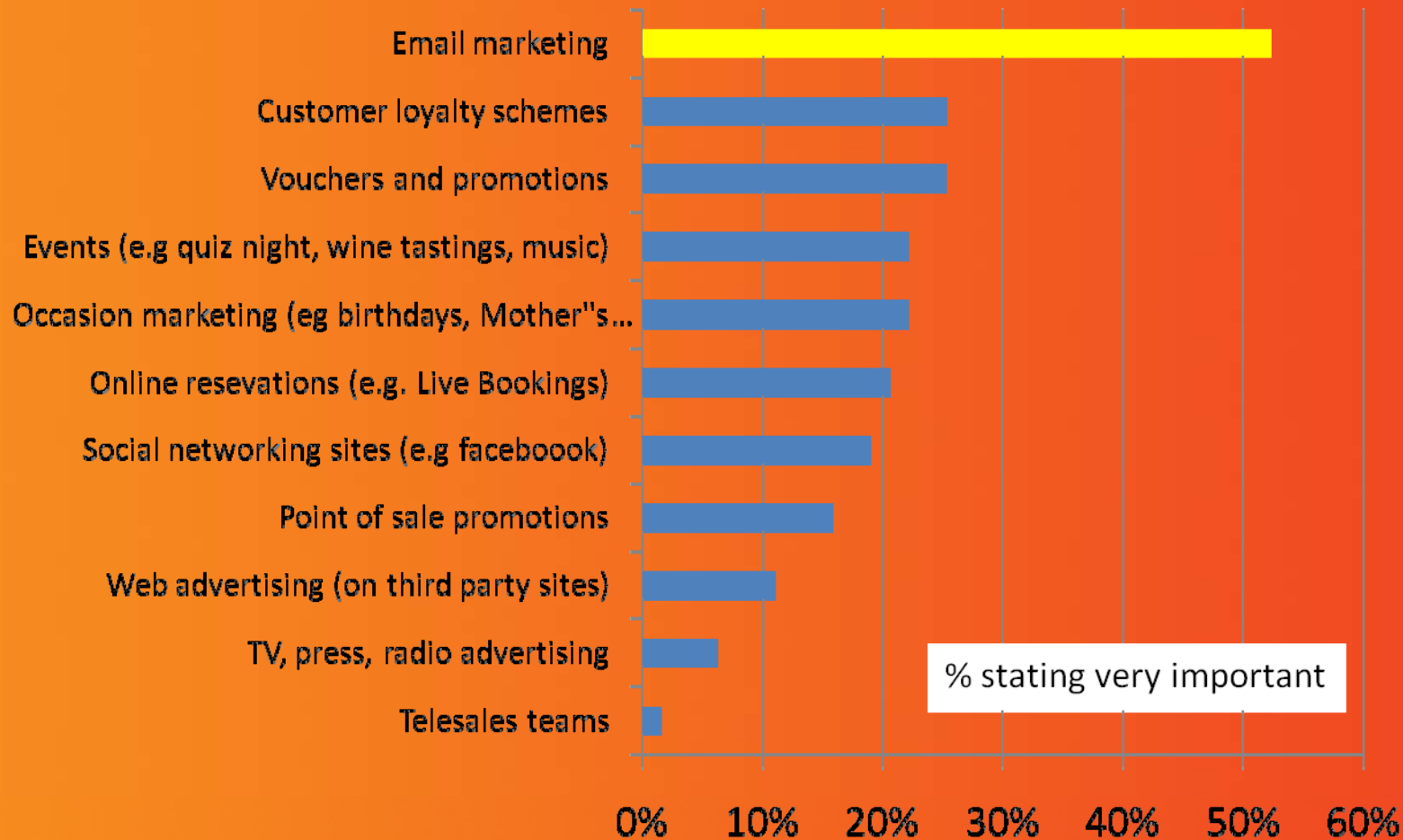
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Source: Peach 2010 Business Leaders survey

# Marketing priorities

What marketing activities are important for sales generation in the year ahead



Source: Peach 2010 Business Leaders survey

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# Challenge and opportunity

“Never before have companies had such powerful technologies for:

- interacting directly with customers,
- collecting and mining information about them,
- and tailoring their offerings accordingly.

And never before have customers expected to interact so deeply with companies, and each other, to shape the products and services they use”

*Harvard Business Review*

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