

Skeeter's Mesquite Grill

Background

- Skeeter's, a family owned and operated restaurant, opened their first location in an upscale neighborhood in the Houston area.
 - There are now 6 locations.

Situation

- Through their agency's proprietary tool*, the owner of Skeeter's Grill (Gary Adair) learned that his customers enjoyed the warm atmosphere, food quality and family-friendly environment of the restaurant.
 - Customers did not see Skeeter's as a fast food restaurant nor as a traditional chain restaurant.

Solution

- Leverage the positive view customers had of the restaurant.
- Use the friendly nature of Gary Adair to speak with Radio station personalities to tell the history of the restaurant, its menu and the authenticity of their food.
 - Radio spots refer to Mr. Adair as "The Mesquite King of Houston" and drive home the point that everything is cooked over real mesquite and that Skeeter's is a local restaurant.

Results

- Sales increased at the existing location by 48% the first year.
- After 18 months, Skeeter's increased the number of their locations.
- Overall sales increases are around 35%.



*Note: Case study courtesy of The Carson Group: www.carsongroupadvertising.com

