

Steak house sales sizzle!



Fat McBride's Steak House enjoys a sizeable market share of local steak business due to consistently high quality meats and good service. However, sales were relatively flat through the first three quarters of 1997.

Solution; DesignWorks produced a high-end TV spot showcasing taste-tempting product-charbroiled steaks; steaming potatoes; and crisp, colorful salads.

Christopher Bigbie of Big B Creative, a Dallas based videographer with excellent experience in lighting and food merchandising, made the food look more appealing than locally-produced food shots. The end product was beautiful footage shot with luscious backgrounds of brick, fireplace flames, wood, fresh whole vegetables and homestyle cutlery and condiments.

An aggressive media plan included a spot buy on network and cable television predominantly targeting men 25 - 54.

Success Outstanding! Fourth Quarter Sales were up 20 percent over last year's Fourth Quarter Sales and continued climbing through First Quarter 1998.

