

Strategy |

**Approach:**

Brent and Bruce Reichard had humble beginnings as employees of a roadside hamburger shack in Goleta, California. Sensing opportunity, the brothers purchased the establishment and over the next thirty years gradually built a successful local chain known for upscale service and quality in the trappings of a fast-food shop.

The Reichards garnered experience over the course of opening 20-odd stores. The brothers effectively applied that knowledge to each successive operation.

The Habit Burger Grill focuses on customer satisfaction through attentive serves and a quality product. The Reichards needed to combine their years of experience into a defining brand statement. This statement directs the company mission, employee training and in store environment. The brothers wanted to preserve the essence of a small-town store and integrate it into a series of modern outlets from strip malls to shopping centers.



*and feel good.  
I will be taken care of  
It's one place where I know*

*THE HABIT THE PEOPLE ARE  
Friendly and warm  
Open hearted  
passioned:  
genuinely expressed  
authentic  
energetic + enthusiastic  
compassionate + considerate  
hardworking / committed  
Nosey - willing to whop it up  
Sincere  
caring  
B+B  
THE SPIRIT OF THE TEAM*

# the Habit

## BURGER GRILL

**Result:**

The goal of any BrandQuest® is to collaborate with the clients key planners to establish a direction for creative ideas. The GIRVIN team focuses on drawing out a variety of responses from each player and weaving the feedback into a comprehensive brand strategy.

*"Thank you so much for all of your focus and drive over the last two days for the Habit team. I think we made tremendous progress yesterday with you directing and mentoring the process of extracting the essence of the Habit brand. Brent Reichard, our founder, sent a very appreciative e-mail to me."*

Eric Robison | Marketing Consulting | Ideatrek, Inc.

Over the course of a two-day session, GIRVIN team members toured Habit Burger locations, interviewed customers and employees, and of course, sampled extensively from the menu. GIRVIN worked with the Habit executive team to establish a company mission and vision, identity desired perceptions and establish a plan for rolling out restaurants consistent with the spirit of the original landmark.