

Approach:

Girvin was asked by Red Robin to engage in a brand exploratory to help define a new strategic direction and personality for the company. Our preliminary work included research on competitive positioning followed by new brand personality profiles and visual expressions. These new visual expressions also were to include looking into the creation of a new landmark.



Identity |



| Print

"Although we are in the midst of rolling out our new identity related materials, the feedback has been outstanding! We have been doing some testing and surveying as we initiate items to include the new napkin wrap coasters, basket liners, and to-go packaging, and so far the feedback has been excellent!"

Result:

Collaborating with the Red Robin team, Girvin developed a new, brighter brand presence for all franchises. By helping the restaurant position itself as more family-friendly and fun, the integrated branding effort resulted in Red Robin's sales moving from nearly flat growth to significant growth throughout all locations nationally. Our work involved the creation of a new landmark, menus, to-go bags, gift certificates all the way down to drink coasters.



Doug Watson
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