

Marketing communications with spark and sizzle for the grilling experts, Weber Grill Restaurant.

challenge

Weber, America's bbq favorite, sought to expand their restaurant chain to capitalize on a brand image that is admired by many nationwide.

- The challenges for UpShift were many:
- Differentiate the Weber restaurants from the 9,000+ restaurant choices in the Chicago area.
 - Connect the rich history of Weber grills yet position the restaurant more upscale with its own visual look.
 - Work within tight time frames and budgets that are typical of restaurants.

solution

Because most items are grilled over an open flame on authentic Weber charcoal grills, we've identified flames, red and orange as key graphic devices that unify all communications.

To maximize marketing ROI, we turned to the website, social media and eNews as a cost-effective way to reach current diners and attract new ones.

We use cross-branding opportunities with the parent Weber brand by featuring spices, grilling gear and cookbooks in restaurant promotions.

results

Marketing collateral created by UpShift includes web site, in-store promotions, media buy, social networking, signage and online advertising.

Because our communications appeal to folks who feel passionate about bbq, we've helped Weber Grill Restaurant expand to five locations in two states.

In 2009, Vertical Response honored our work for Weber Grill Restaurant with a "Checkie Award" for Excellence in Email Marketing.

industry

- restaurant

deliverables

- brand strategy
- web site design
- marketing collateral
- eNews and social media
- signage