

King-Casey Case Study

# Back Yard Burgers

Creating an Enhanced Brand Identity



KING-CASEY



BRAND-RETAIL INNOVATORS

## Situation

Seeking to distinguish itself from mainstream QSR's and position themselves in the growing "fast-casual" segment, Back Yard Burgers contracted King-Casey to develop an enhanced brand identity to communicate its move to a brand positioning focusing on its premium, cooked to order burgers.

King-Casey conducted an in-depth three phased identity development program which resulted in a Back Yard Burgers brand identity which clearly communicates its core product, black Angus burgers, as well as its premium quality brand positioning.

The Back Yard Burgers brand identity developed by King-Casey has been effective at generating increased traffic and sales for the brand while successfully transitioning it into the fast-casual segment.

## Phase I Pre-Design Evaluation

The primary goals were to identify key equities of the current Back Yard Burgers identity and to determine its fit with a new brand positioning focusing on premium quality. Towards this end, King-Casey conducted an extensive customer insight study. The focus was on current and non-users, the goal being to determine how well the current identity reflected the new brand positioning. The study uncovered key positive brand equities in the grill and flame icons.

## Current Identity



**GRILL ICON**  
*Strong association with the Back Yard Burgers brand and backyard or homemade grilling*



**FLAME ICON**  
*Strong association with the Back Yard Burgers brand and the made to order attribute*



**RED COLOR**  
*Significant positive association with the red color as a quality attribute*



**WORDMARK TYPOGRAPHY**  
*Significantly lowered quality perceptions and was seen as not consistent with the premium positioning*

A major finding from the insight study was that potential customers did not believe Back Yard Burgers promise of premium quality cooked to order burgers when exposed to the current identity. Based on this, King-Casey's recommendation was to develop a new Back Yard Burgers brand identity.

## Phase II Identity Design Study

The key objectives of the identity design study were to leverage Back Yard Burger's strong brand equity elements, the grill and flame icons, while simultaneously communicating the brand's premium brand positioning.



## Phase III Post-Design Evaluation

To identify the most effective identity design solution, King-Casey conducted a Brand Attributes and Measurement Study with selected brand identity concepts. This study surfaced a clear winner.

Against equities of the grill icon, the attributes of "premium quality", and "grilled to order", the new Back Yard Burgers identity scored high among both current customers and potential customers, providing a strong image and strategic platform for growth.



*The strong interior identity application integrates with the exterior and communicates and reinforces the brand's premium positioning.*

### New 3-D Branding

*The exterior utilizes strong 3-Dimensional Branding to drive traffic and communicate a dynamic and premium quality image for Back Yard Burgers.*



### New Brand Identity



**BACK YARD WORDMARK TYPOGRAPHY**  
*Bodega serif typography projects premium quality and improves readability of wordmark*

**GRILL & FLAME ICON**  
*Icon is the focal point of design. Red color reinforces visual impact and highlights the grill equity*

**SECONDARY WORDMARK TYPOGRAPHY**  
*Eurostyle sanserif typography is reduced to place emphasis on the grill icon and the Back Yard wordmark, to reduce single product brand impression*

**BACKGROUND COLOR & SHAPE**  
*Unique shape and black color support "premium" positioning. Design simplicity aims to stand out in curbside clutter*

### New Brand Positioning

"Back Yard Burgers is the restaurant chain that offers quality food, served fast, at excellent value. They use only premium quality angus beef to make their burgers, which are freshly made and grilled to order. Their quality burgers and unique cooking make them a cut above the others."

## About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

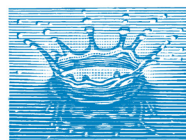
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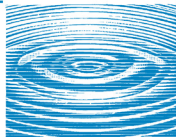
**COZI® (Customer Operating Zone Improvement)** is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

### **Designs Based on Customer Zones**

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.



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