



MYSTERY

RESTAURANT BRAND CASE STUDY

Rebranding that delivers an 80% sales increase

How repositioning a brand can drive business and revitalize a company

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'I would like to say "grazie", for all the hard work, enthusiasm and "genius" design you have come up with for the "new generation" of Ponti's. What you have come up with is not only genius but it will evolve into something even better with every new store we do together.'

Stefano Ispani
CEO Ponti's Group

Mystery was appointed by Ponti's to help them reposition their brand and create a new proposition. Ponti's needed to connect with a new set of (higher-paying) customers and transform the brand from the tray-service offering to compete with leading highstreet waiter-service casual-dining restaurant brands.

After receiving the results from the consumer research conducted by Elliott People, the decision was made to keep the name 'Ponti's', as most people's perception was 'neutral'. Ponti's has been family-run since 1963, so Mystery created a 'new generation' brand positioning, focusing the proposition on a modern-day twist on 60's London and the family-run heritage that differentiates Ponti's from it's competitors. We named it as 'Ponti's Italian Kitchen' to distinguish it from the existing tray-service sites.

This 'new generation' positioning gives Ponti's the license to characterize the menu and create great contemporary dishes that people want, rather than limit themselves to 'traditional Italian recipes' which is what all of their direct competitors have done.

First a test site was opened in Duke St, London where initial figures indicated an 80% increase in takings for the same month for the previous year (before the redesign). In a difficult economic climate where neighbouring restaurants are typically suffering a 15-20% drop in trade - some customers are obviously switching to Ponti's!





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“Mystery worked with us to re-invigorate our 45 year old family business to become Ponti’s Italian Kitchen. They did such an outstanding job that we let them loose on our ‘Caffè Italia’ concept too”

Stefano Ispani
CEO Ponti’s Group

Ponti’s management team were inspired by the success of the test site, so we helped create a flagship branch in London’s Oxford Circus which is also showing an 80% rise in sales. The roll-out across 20-something sites begins in earnest.

Mystery works with Ponti’s to deliver ongoing marketing support including the conception and implementation of promotions and deals all aimed at driving new business in to the stores. We work on everything from updating menus to consulting on future brand development.

In fact, Mystery have since been appointed by Ponti’s Group to revitalize their ‘Caffè Italia’ brand. The first test site has opened in Milton Keynes with very positive early trading results.

Having presented the new generation concept to the Ponti’s Group at their Brand Conference, Mystery’s founder Dan Einzig saw an immediate positive affect the repositioning had on the company’s staff.

Speaking to individuals it is obvious that the team are proud to be part of a business that is making changes and achieving results. They are excited to be part of something that feels new again after 45 years of trading and they appreciate feeling secure that the family values that have always been present in the business are continuing to guide the decision-making going forward.

Mystery are also very proud to be a part of it’s success and look forward to a long and happy working relationship together.

If you would like to hear more, or discuss how strategic design can help reposition your brand, attract new customers and invigorate your workforce, then please call Dan Einzig on 020 7456 7833 or email dan@mystery.co.uk to arrange a meeting. We look forward to hearing from you.

