

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 |



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.



Print

"Tim Girvin and his group partnered closely with me, my leadership team and owners of Red Robin to transform our group of restaurants to a new high of market recognition and brand power for our employees and guests alike. We studied the market and we studied ourselves — to ante up our entire organization in service, product, interiors and brand graphics, signing, packaging and collateral. Even our robin was reborn to our new brand attitude! Working and leading team workshops, we energized our concept, created a new direction and vision, fired up our mission — and rolled out a whole new discipline for how we presented ourselves. Our fabulous growth and earnings for our owners and organization has been continuously positive! I wouldn't hesitate to work with Tim and his team again!"
 Mike Synder | CEO | Red Robin International, Inc.



Packaging |