

01. TOUCHPOINT AUDIT | **INSIGHTS, ANALYSIS, & RECOMMENDATIONS - TAKEAWAY & DELIVERY PACKAGING**



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# TAKEAWAY & DELIVERY PACKAGING

### Role and importance of this touchpoint...

Delivery and takeaway packaging serve as billboards for restaurant branding. They are tangible touchpoints that people bring into their homes and should feel like a welcome guest. Packaging is a key driver of recall and repeat business (e.g. re-using a wine carrier is free advertising). Ensure all your packaging is on brand and has a call-to-action to allow people to continue on the customer journey and order.

### Improvement recommendations...

- Redesign all takeaway and delivery packaging to work harder - include call-to-actions for ordering or visiting, QR codes for easy partner platform ordering and making reservations, and communicate Little Italy is about more than just pizza.
- Encourage packaging to have a 'second life' to increase reach and visibility - by designing attract and clever packaging, people will reuse it and share it with even more people, specifically wine carriers.
- Promote social sharing with delivery / takeaway only promos (i.e. with QR code stickers) to 'gamify' the at-home dining experience and incentive repeat orders.
- Consider promotional giveaways that also promote the brand, such as, fridge magnets with an order QR code, or neoprene wine sleeves.