

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

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.

