

Bertucci's Restaurant Chain

Objective Determine the most powerful tag line.

Data Source Intercept interviews of customers

Question *“What would you say to recommend Bertucci's?”*

ThoughtSCAN[®]

VERBATIMS

pizza

brick

oven

ThoughtScan Frequency

53

48

42

ThoughtTalk

“Brick oven pizza is the best tasting.”

“Their pizza is the best around. It's the brick oven.”

“I love their pizza. It's crispy due to the oven cooking.”

Results

The chain realized that they were still in the pizza business despite their addition of numerous other dishes. Brick Oven Pizza was used as their new tag line in advertising, on the menu and on the buildings.

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