

D'Angelo Tag Line

Objective Determine the most appealing tag line for the pizza chain

Data Source In store surveys among current customers

Question *“What would you say to recommend D'Angelo?”*

ThoughtSCAN[®]

VERBATIMS

grill/ed

sandwich/es

ThoughtScan Frequency

72

53

ThoughtTalk

*“Nothing tastes better than **grilled sandwiches**.”*

*“Their **grille** cooking is superb. Yum.”*

*“The **grilling** is much better tasting than Subway’s microwave cooking.”*

Results

A new tag line, “Grilled Sandwiches” was developed and launched successfully in advertising, signage and POP. The store signage now reads “Grilled Sandwiches.”

www.wallacewashburn.com