



## Retail Success Stories

With locations throughout the United States, this fast-casual food chain needed an innovative, impactful way to share their story with its associates across the country. Inno-Versity used speeches delivered by key executives at a sales conference to create custom animations that not only conveyed their message, but captured the energy of the event. This learning tool repurposed powerful content in a new way that could be delivered both mobile and in the store as sales training, associate brand building and employee engagement.

## CURRENT SITUATION

The fast food industry in the United States generated approximately 200 billion U.S. dollars in 2015 and by 2020, this figure is forecasted to exceed 223 billion. Most of the market is made up of on-premises restaurants and drive-thrus. In 2014, there were more than 252 thousand fast food establishments in the United States, employing over four million people. As our economy continues to hold steady and in some cases, improve, so too does consumer confidence and spending. Economists believe there is a close correlation between consumer confidence and restaurant traffic.

But fast food customers are changing and expecting more from their experience. Transparency is important for consumers. Guests who purchase meals at a restaurant are increasingly more concerned about the ingredients and the origin of the food. Locally sourced food, with bold and rich flavors are becoming more popular. A fair price, for the quality of product and service received is also a factor that consumers use when selecting from the many restaurant options. Consumers expect online order options, extended or flexible business hours, along with a menu containing healthy and appetizing choices.





## THE PROBLEM

This restaurant needed a unique way to capture and share key brand messages with their employees in a fast-paced environment.

Its core employee base consists of men and women ages 18-35. Most are part-time. Like most restaurants, its has a steady hiring practices throughout the year.

They needed a unique way to showcase key leader messages to store manager and employees who were unable to attend the national sales meeting. The messages needed to be delivered in short segments, while employees could complete their normal job duties and not leave the restaurant floor.

# SOLUTION

We created a series of custom white board animations that captured the essence of the speakers at the national sales training event.

It was key for the animation match its brand. Great care was taken to understand the look, feel and expectation of the brand and implement those qualities into the final product. They wanted a fun, engaging video that kept a professional feel.

The audio, taken from over 9 hours of video shot at a national sales training event, was used to develop the animation videos. The content was excellent, but expecting sales employees and managers to watch the entire program was unrealistic. Additionally, there were pieces of content that were not relevant for all employees.





They determined which sections of the sales training were most impactful for its employees. The key information was spliced out of the entire video and reformatted to produce four 2-minute videos. Once the audio was isolated, a storyboard was produced to understand what messages needed to be delivered and how the content would look once it was animated.

Attention to detail was important to ensure the animation matched the look and feel of the brand. If the speaker was mentioning a store, kitchen or back room, the animation mimicked the restaurant. When the leader or employee was speaking, the onscreen animated actor matched the real-life counterpart. This authenticity, coupled with using the executive's actual voice, was extremely effective in delivering a compelling and engaging message.

They understood that four, short videos is not enough to train or motivate employees. These video series were simply a quick reminder and way to engage and include all employees.

# BUSINESS BENEFIT



For this project, the benefit was simple—more informed and inspired employees.

It is not realistic that all employees would travel to an offsite sales conference to listen to the corporate leaders deliver brand messages. Additionally, most employees would not have the time to commit a full day to listening and determining key messages. Therefore, having short bursts of relevant information delivered in a unique way was preferred.

Typically, national sales meeting information is not shared outside of the conference. If an employee was unable to attend, the information was lost. Or, the entire presentation was recorded and placed on an employee portal for managers to download and view. In both cases, most of the important information was not viewed or acted upon. The animated videos allowed them to select the most pertinent information and open the content to all employees.

# FINAL THOUGHTS

The fast food industry is changing. Consumers are expecting more. But so are employees. They want and need to be included in strategic direction and brand positioning. With Chipotle, Inno-Veristy could meld personal messages with creative animation to create custom learning material for all employees.

If you are interested in learning more, contact [Inno-Versity.com](http://Inno-Versity.com)

