

CASE STUDY

*"Since we started working with AKA we have seen a significant lift in our business turnover and a great improvement to our image. AKA is an essential part of our success."
Maurizio and Cinzia Bocchi, La Locanda Restaurant*

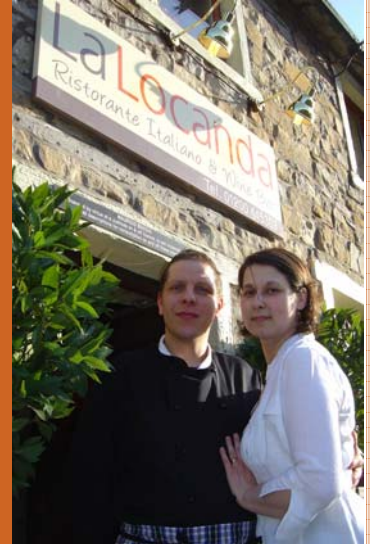
Client: La Locanda (Ristorante Italiano & Wine Bar)
(Retained client since February 2006)

Objectives:

- To increase sales
- Establish the restaurant as a specialist restaurant offering genuine and authentic regional Italian cuisine.

Strategy & Plan:

- A full relaunch and rebranding of the restaurant with a new name and corporate identity
- Relaunch party for invited guests, suppliers and local residents
- Introduction of an 'early bird' menu to encourage early evening diners
- Introduced a carefully targeted schedule of local advertising
- Encouraged regular theme nights, 'blind banquets' and continuation of charity nights
- Encouraged community participation projects such as a calendar featuring local schoolchildren photographed in the restaurant, a 'Junior Chef' competition in conjunction with the local newspaper
- Supporting restaurant organised trips to Italy
- Helping to establish and identify and publicise a worthwhile charity cause on which to spend funds raised at charity events
- Providing marketing support packs for the launch of La Locanda home made ice cream.



Results: La Locanda has received consistently positive coverage in the local area and is one of just a handful of Italian restaurants outside London listed in the Michelin Guide for its authentic regional Italian cuisine. The fund raising for breast cancer has been widely acknowledged and currently stands at a total of £34,000. In addition to this, through organising events, competitions and initiatives La Locanda has forged positive links with the surrounding community including councillors, local schools and residents.



Evaluation:

- After working with La Locanda for two years, turnover had increased by 26% from £252,000 to £315,000 within two years.
- La Locanda won The Craven Herald Restaurant of the Year award and Business of the Year award for 2006/7

