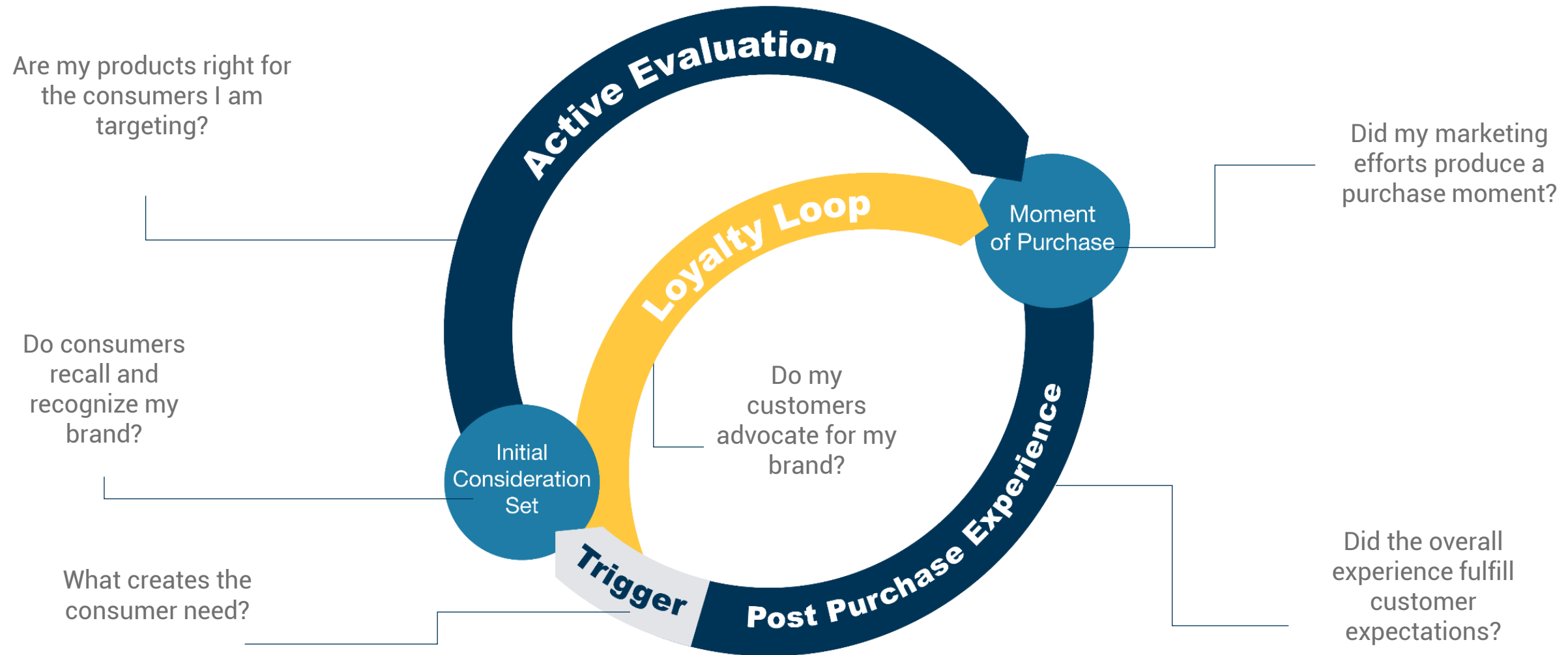




The Mealtime Decision Journey™

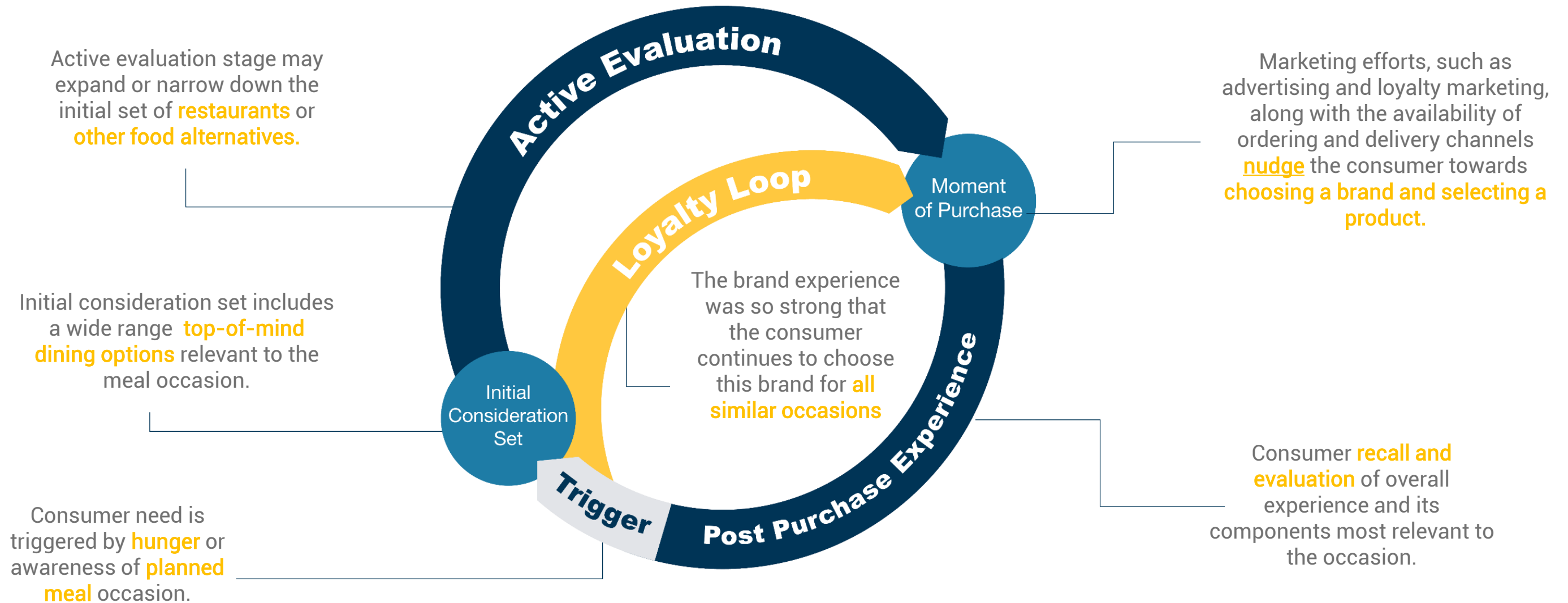
The Consumer Decision Journey™

For all industries and purchase occasions



The Consumer Decision Journey™

For The Restaurant Industry



The Mealtime Decision Journey™

Relevant offers (via app or push) nudge the consumer towards selecting the brand. The ability to **earn rewards** provides extra incentive. Seamless in-app ordering and pick-up/delivery increase **convenience** factor.

Offers in the brand app (or elsewhere) shape the consumer decision as to **which products** to purchase and via which **channel**.

Loyalty programs help the brand remain in the **initial consideration set** and increases **top of mind awareness**.

The great experience reinforces the use of the brand for future similar occasions.

The memory of the consumer experience after purchase shifts the brand deeper into the **initial consideration set** or into the **loyalty loop**.

"Time to eat or plan a meal!"



How Can A Loyalty Program Impact The Loyalty Loop.

