

Food for Thought

FACEBOOK'S 2019 RESTAURANT TRENDS AND INSIGHTS REPORT



Restaurant marketers are responsible for some of the greatest successes in modern advertising. Many of the world’s most iconic, recognizable brands are fast casual or fast food leaders that started in the US and grew to become loved and recognized by loyal diners worldwide.

The qualities that define these companies—great food, clear value, easy-to-find convenience and memorable brand storytelling—drove success for decades. It’s easy to understand why. The modern dining industry was built on a sound understanding of the needs and preferences of the US consumer.

Today, evolving consumer habits and market realities yield a more complex, unpredictable landscape, but the fundamentals are the same. Audiences still value convenience and quality, and quick-serve and fast casual dining still make both possible. Only the technology has changed.

The rise of mobile—combined with a wealth of competitive dining options—gives consumers greater freedom of choice. In fact, the average diner now considers more than 4 restaurants before deciding where to eat.¹ Empowered by the flexibility to research and make dining decisions on the go, today’s audience is less brand-loyal and more spontaneous than the customers that helped make fast food popular in the mid-20th century.

And it’s not just dining experiences that have changed—people now use mobile to share, discover and make decisions about meals. For many of today’s diners, the camera “eats” first—the viral nature of photo, video, story sharing and discovery influences what people think about restaurant brands and is especially important among hard-to-reach younger customers. The social nature of dining is a major opportunity for restaurants to capitalize on mobile and influence diners where they’re already receptive to messages and eager to learn more.

Meanwhile, foot traffic to restaurants is slowing, and ordering online is on the rise. According to data from The NPD Group, total restaurant visits remained flat across the last quarter of 2017 and the first half of 2018.² Digital channel sales for US restaurants are on pace to reach 13% of sales in 2020 and 30% in 2025.³

1) Smarty Pants (Facebook-commissioned survey of 1,602 people in the US ages 18–44), “Digging In! A Deep Dive to Dining Out,” March 2018. 2) The NPD Group, “Fast Casual Is Only U.S. Restaurant Channel to Increase Traffic Over Past Five Years,” July 2018. 3) eMarketer, “Diners Have High Expectations for Restaurant Tech,” July 2018.

To increase their chances of staying “top of menu,” restaurant marketers have to embrace new ideas that shift the foundations of how they do business. It’s time to adopt a new, mobile-first approach to marketing to keep up with consumers’ mobile-first approach to dining out.

In this report, we’ll share insights and recommendations to help restaurants succeed, showing them how to meet the expectations of mobile audiences, deliver lively brand storytelling, satisfy customer appetites with always-on availability and empower community by finding new ways to connect with customers.



KATIE STRATTON

Head of Industry, Restaurants



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Part 1

SETTING THE TABLE

What do today's diners crave?



A NEW APPROACH TO DINING

Going out to eat isn't as simple as it used to be. With more information and more dining options than ever before—right at their fingertips—people are taking advantage of the opportunity to get exactly what they want, when they want it.

More choice

The average diner considers **more than 4 restaurants** at the start of their dining journey⁴

Less loyalty

13% of overall consumers are considered brand-loyal⁵

Greater spontaneity

Most diners in the US decide what to eat **within 2 hours** before a meal⁴

4) Smarty Pants (Facebook-commissioned survey of 1,602 people in the US ages 18–44), “Digging In! A Deep Dive to Dining Out,” March 2018. 5) “The New Battleground for Marketing-Led Growth” by McKinsey & Company, research from more than 125,000 consumers across 30 categories, published Feb 2017.

MOBILE IS THE KEY INGREDIENT

Mobile devices put restaurant marketing, reviews, locations and word-of-mouth feedback right at customers' fingertips. The dining experience is no longer confined to restaurant visits—the dining experience is 24/7, online and offline. It's increasingly important to engage diners where they spend their time—on mobile and mobile video—in order to stay relevant.

Mobile video will be the **fastest-growing segment** of mobile traffic from now until 2021⁶

The projected average daily time spent watching mobile video by 2020 is **nearly 30 min**⁶

187.7M projected US smartphone video viewers in 2019—more than half the total population⁶

CUSTOMERS ARE HUNGRY FOR *MORE*

MORE TASTE, MORE VALUE AND MORE CONVENIENCE

The fundamental ingredients that make fast food dining popular are still relevant today. Only the technology has changed.



Taste

The explosion of food sharing through video and influencer marketing has created an all-new visual language around dining out. Restaurant marketers need to become fluent in this new form of communication in order to grow their influence in an increasingly saturated market.



Value

Dining value today is all about providing the right amount of food at a surprising price. Affordability is important, but so is giving customers the feeling that they're getting even more than what they pay for. Mobile technology gives brands the ability to deliver personalized, value-driven offers on mobile that surprise and motivate audiences.



Convenience

The ease and speed of mobile food delivery has redefined what it means to be “fast food.” This creates both opportunity and competition for major restaurant brands to be accessible on mobile.

GOOD MARKETING CAN CREATE THE “CRAVE”

Every diner’s journey starts with the same question: “What am I hungry for?” When food captures the attention of customers browsing for meal ideas, it stimulates their taste buds and can inspire them to try your restaurant.

This isn’t just a marketing claim—there’s science to back it. Research shows that when people view an image of food, it stimulates the same brain activity as if they were actually seeing that food on a plate in front of them.⁷ The more vivid and realistic an image appears, the more effective this natural response will be.

If you’ve ever caught your stomach grumbling after looking at one of the more than 196 million images tagged “#foodporn” on Instagram—now you know why.⁸

Taste

is the #1 influencer in a diner’s decision-making process⁹

79% of diners say “taste” is the main factor in deciding where to eat⁹

86% of Millennials try a new restaurant after seeing food-related content online⁹



7) Petit O, “Can Food Porn Make Us Slim? How Brains of Consumers React to Food in Digital Environments,” 2016. 8) Instagram internal data, Global, May 2019. 9) Smarty Pants, “Digging In! A Deep Dive to Dining Out,” (Facebook-commissioned survey of 1,602 people in the US ages 18–44), March 2018

PRICE IS IMPORTANT, BUT IT'S NOT THE ONLY THING THAT MATTERS

For modern diners, “value” doesn’t only mean “low price.” It’s the magic that happens when a restaurant brings something special to the table and a customer feels like they’re getting more than they expected—at a price that surprises.

Restaurants that provide value have a unique opportunity to delight and surprise customers as they move from consideration to making a final decision on where to eat. When the right price meets an experience that delivers quality, people feel like they’re getting more for their money. The importance of value nearly doubles in influence for diners as they move through the purchase cycle—from awareness to making a decision.¹⁰

Increasingly, diners are tuning out mass messages in favor of experiences that feel curated and relevant to their needs. New technology gives restaurants the ability to share highly relevant, value-driven offerings with customers on mobile, where they’re already spending much of their time, in place of mass messages.

2/3 of diners say “value” is a top factor when deciding where to eat¹⁰

63% of diners say “discounts and promotions” on new technologies such as mobile are important¹¹

1/3 of diners say “getting a lot for your money” is the most important factor when describing value¹⁰

10) Smarty Pants, “Digging In! A Deep Dive to Dining Out,” (Facebook-commissioned survey of 1,602 people in the US ages 18–44), March 2018. 11) BRP (Boston Retail Partners) and Windstream Enterprise, “Restaurant Digital Crossroads: The Race to Meet Guest Expectations.” (1,225 US internet users ages 18+ who had eaten at a restaurant in the past 6 months and 60 US restaurant executives were surveyed online in February 2018. 35% of the restaurant executives had annual revenues of \$1 billion+), July 2018

Customer Craving: Convenience

CUSTOMERS EXPECT TO GET WHAT THEY WANT, WHEN THEY WANT IT

The rise of mobile ordering, payment and delivery apps has changed customer expectations for good.

For diners, culinary convenience is no longer simply about finding a restaurant nearby. Customers expect a seamless experience from start to finish. They want to get exactly the meal they want, the way they want it, when they want it. And they want to be able to pay for it as quickly and easily as possible.

New technology makes it possible for restaurants to fuel frictionless customer ordering experiences. Customers may not be “dining out” as much as they used to, but restaurants can still capture their business and grow sales by enabling delivery to their homes.

Mobile ordering apps will generate
\$38B
in revenue in 2020¹²

In 2018, nearly
40%
of Internet users paid for fast food or fast-casual food via mobile¹²

Digital channel sales are on pace to reach
30%
of total sales for US restaurants by 2025¹⁴

22% of consumers expect to “dine out” less often in 2019¹³

67% of customers who've placed an order online visit restaurants more frequently than those who haven't¹²



12) eMarketer, *US Internet Users Who Have Paid for a Fast-Food/Fast-Casual Restaurant Meal via Mobile App or Digital Wallet, by Age, 2015–2018, April 2018*.

13) eMarketer, “Three Trends Driving Restaurant Delivery Growth,” Dec 2018.

14) e-Marketer, “Diners Have High Expectations for Restaurant Tech: Operators and customers are on the same page regarding mobile payments and Wi-Fi,” July 2018

MAINTAINING LONGEVITY

Dining out is not a generational phenomenon. Fast food and fast casual brands have been able to sustain longevity by understanding the needs and preferences of multiple generations at once. Restaurants have an opportunity to establish relationships with Millennial and Generation Z consumers by updating marketing and services in ways that resonate with younger diners' sense of themselves.

Younger consumers turn to digital channels to make decisions about food

82%

of Millennials look online to plan their next meal¹⁵

87%

of 18–34 year-olds say they discover new food or recipe ideas on social channels¹⁶

Some younger consumers think of food as part of their identity

46%

of 18–34 year-olds identify as “foodies,” compared to **32%** of people ages 35+¹⁶

24%

of Millennials say that where they choose to dine reflects who they are as a person, compared to **16%** of Gen X consumers¹⁷

27%

of Generation Z feel that where they dine out reflects who they are as a person¹⁷

Younger diners want restaurants to do better at doing good

28%

of Millennials are willing to pay more at restaurants if it means employees are paid higher wages, compared to **20%** of Gen X consumers¹⁷

15) GWI, “Food Influences and Engagement” (Facebook-commissioned survey of 3,195 people ages 18–64 in the US who are always or occasionally doing the food-related purchases for their households or are involved in deciding what food-related purchases are made), Sep 2017. 16) Accenture, “Food” (Facebook-commissioned survey of 2,280 people in the US), November 2018. 17) Lightspeed/Mintel, “Dining Out in 2019 – US”, December 2018. Base: 1,914 Internet users aged 18+ who dined out in the past 3 months

SOLUTIONS FOR REACHING YOUNGER DINERS

Engage younger audiences where they spend their time—in formats they love

Lean on the Facebook family of apps and services to facilitate interactions with young diners that feel one-to-one and grow a sense of engagement with your brand.

Message your way to more meaningful connections

One-to-one connections are a building block of modern community. Leverage the power of messaging to connect in a way that removes friction and inspires confidence in your brand. Embrace people's growing preference for messaging businesses, and create a sense of closeness that can drive growth.



Part 2

RECIPES FOR SUCCESS

How can your business meet customer cravings?

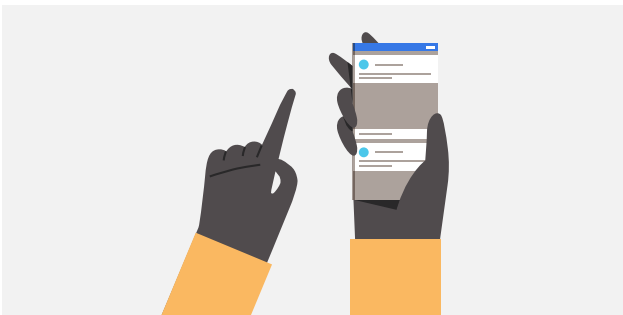


RETHINK THE RESTAURANT EXPERIENCE

Mobile gives marketers the opportunity to transform fast food and fast casual engagement for the 21st century. The principles of dining's golden age—taste, value and convenience—are still very much alive. But the technology and opportunities have evolved to better meet customer needs.

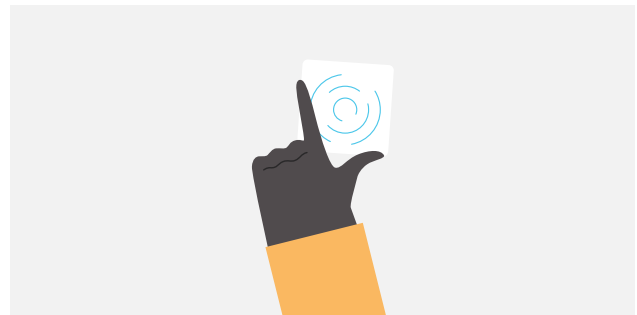
Businesses that embrace forward-thinking recipes for success are well-positioned to satisfy consumer appetites now and in the future.

RECIPES FOR SUCCESS



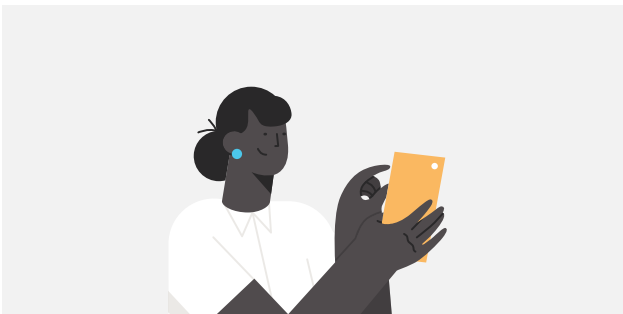
A mobile-first mindset

Adopt mobile-first strategies to keep up with consumers' mobile-first approach to dining out



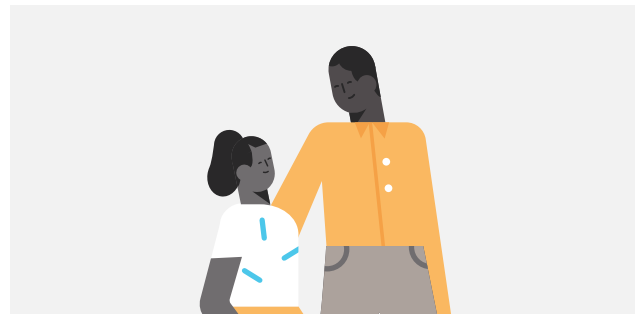
Creative storytelling

Keep your brand top of mind with immersive experiences designed for people on the go



Always-on experiences

Be there for your customers at every stage of the journey, from discovery to decision

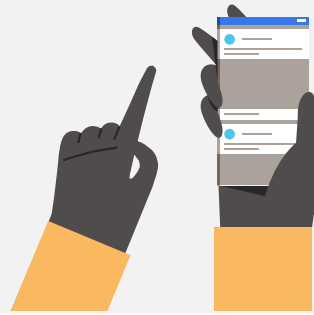


Community and culture

Bring people closer together by creating fun audience moments centered around your brand

A mobile-first mindset

PUT MOBILE FIRST ON THE MENU



Restaurants need to adopt a mobile-centric approach to marketing to keep up with consumers' mobile-first approach to going out.

The rise of mobile has changed how people think and talk about food. According to a recent Deloitte report, consumers check their mobile devices 47 times each day—a number that nearly doubles among 18–24 year-olds.¹⁸

The frequency of mobile usage has revolutionized how people discover and consider dining options throughout the day. Seventy percent of people—82% of Millennials—look online to plan their next meal.¹⁹

18–24 year-olds check their mobile devices an average of **86X each day**¹⁸



70% of all people surveyed look online to plan their next meal¹⁹



82% of Millennials surveyed look online to plan their next meal¹⁹



18) Deloitte Global Mobile Consumer Survey, 2017. 19) GWI, "Food Influences and Engagement" (Facebook-commissioned survey), Sep 2017

A mobile-first mindset

TV AND FACEBOOK—THE ULTIMATE COMBO

TV advertising has long been important for restaurant brands. Research shows that using Facebook as a complement to TV campaigns can help drive greater awareness and increased consideration.

WHY?

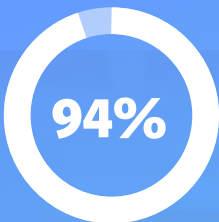
Multi-screen viewing is on the rise

Today, fewer people are watching live TV as a result of cord cutting and mobile video. But combining TV with Facebook helps scale your message to multi-screen audiences.

A multi-screen study commissioned by Facebook IQ in the US found that 94% of participants keep a smartphone on hand while watching TV,²⁰ making mobile phones nearly as common for TV viewing as remote controls. If TV is part of a restaurant's ad

campaign, targeted mobile video ads on Facebook can help expand reach and reinforce messaging.

The same study also suggested that multi-screening often occurs during TV ad breaks. When we analyzed the Facebook data of one million people in the US who indicated on Facebook they were viewing the premiere of a popular cable TV drama, we saw that their usage of the Facebook platform sometimes spiked by more than 3X during ad breaks.



of people surveyed keep a smartphone in hand while watching TV²¹

3X increase
in the number of TV spots it takes to reach 80% of the audience, from 2006–2016²²



7 in 10
use their second screen to ignore television ads²³

20) Facebook IQ, "Mobile and TV: Between the Screens," July 2017, Facebook IQ data, US, October 2016. 21) "TV Watching in the Digital Age: Consumer Attention and Engagement" by Tobii Pro Insight (Facebook-commissioned study of 100 people ages 18–50 in the US), March 2017. 22) Syndication TV, Spanish Broadcast and Spanish Cable. Promos and Direct Response spots excluded. NPOWER was used to determine Progressive Reach looking at Nov 2006 and May 2016. Averages based on the number of spots (units) needed to reach 80% of Households. Prime. Broadcast and Cable. 23) eMarketer, "US Adult Simultaneous Internet & TV User Penetration, by device, 2014–2018" – % of Internet users, May 2016.

A mobile-first mindset

REACH NEW AUDIENCES, AMPLIFY YOUR BRAND AND DRIVE MORE PURCHASES WITH CAMPAIGNS BUILT FOR TV AND FACEBOOK

Benefits of TV and Facebook working together

1 Amplify your brand

Industry research shows that combining digital and TV produces a kicker effect of 60% higher ROI—higher than with print or radio²⁴

Reinforce brand messages with incremental frequency

Combine channels to increase your impact

People spend 5X longer looking at video than static content across Facebook and Instagram²⁵

2 Drive more purchases

Use TV to drive top-of-funnel awareness, and use Facebook platforms to drive mid-funnel consideration and lower-funnel conversions

According to research, diners say social media ads have nearly as much impact on driving purchase consideration as TV (27% vs. 28%)²⁶

24) The Advertising Research Foundation, 2016: Analysis based on over 5,000 campaigns. Digital includes video and display advertising on desktop and mobile devices. Results are indexed to TV. 25) Facebook IQ Source: "Video in Mobile Feed" by Kantar Media (Facebook IQ-commissioned research lab of 114 people ages 18–30 in the UAE and UK who watch short-form online video [<10 minutes], including ads and non-ads, at least monthly), July 2016. 26) "Digging In! A Deep Dive to Dining Out" by Smarty Pants (Facebook-commissioned survey of 1,602 people in the US ages 18–44), March 2018

A mobile-first mindset

INGREDIENTS FOR MOBILE SUCCESS



Commit to mobile long-term

Mobile is here to stay—by customer demand. This calls for a fundamental shift in thinking as businesses look for new ways to grow conversions and loyalty. Mobile marketing is no longer just an add-on or a nice-to-have—executing on mobile is increasingly key to every other marketing decision businesses need to make, from building compelling creative and improving customer experiences to creating a sense of culture and community around a brand.

Evaluate performance to make adjustments

Due to the convenience and ease of mobile, customers have grown to expect frictionless experiences, and their tolerance for interruptions and slow load times has dropped significantly.²⁷ Conducting a thorough performance audit of a brand's digital surfaces using a solution such as Facebook Analytics can help businesses observe how people are using their website or app, as well as identify friction points that can potentially be improved.

Keep your technology as fresh as your food

Consumers expect a seamless ordering experience, and having a mobile ordering option is now an expectation that consumers have of brands. Ensuring that you have mobile-order technology in place is critically important, especially with younger audiences that are your next generation of consumers. Consider using Facebook and Instagram to communicate how easy it is to order through your own apps or third-party delivery apps.

Broaden marketing beyond TV

With multi-screen viewing and overall mobile usage both on the rise, fewer people are watching live TV. Even though TV advertising remains important for restaurant brands, research shows that using Facebook campaigns in partnership with TV campaigns can help drive greater overall awareness and increased consideration. Given that modern, mobile-enabled customers demonstrate less overall brand loyalty but make dining decisions with greater spontaneity, it's important to make sure brand messages are resonating on mobile as well as TV.

27) "Last Mile Delivery: What Shoppers Want and How to #SaveRetail" by Convey, 2018

A mobile-first mindset

SUCCESS STORIES



15PT lift

in message association

8PT lift

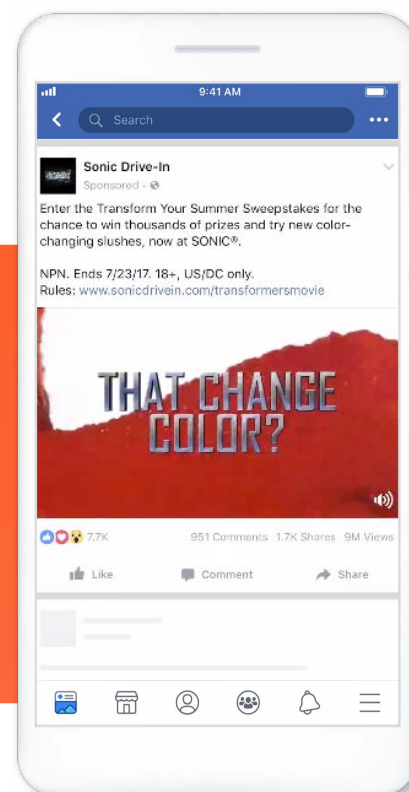
in brand favorability

17PT lift

in ad recall

87%

video view completion rate



SONIC

Serving approximately 3 million daily customers, SONIC offers the iconic American drive-in restaurant experience, including speedy service from friendly carhops, classic hamburgers, hot dogs and chicken sandwich menu items and 1.3 million drink combinations. The company wanted to increase brand awareness of its new multi-colored, multi-flavored slush drink products while testing the impact of in-stream video ad placements.

HOW THEY DID IT

A strategic brand partnership

SONIC partnered with Paramount Pictures in the lead-up to the summer release of the movie Transformers: The Last Knight. The company used Facebook video ads as a complement to existing TV spots by building creative for Facebook's in-stream video ad placement.

New creative for more attention

In-stream video ads appear as ad breaks within longer-form videos on Facebook that people are already watching, making it possible for SONIC to deliver a more complex message within a longer video view duration.

“Facebook has been instrumental in helping us achieve incremental reach beyond our TV buys, and it's been an interesting challenge catering video creative toward the opt-in environment. We're excited to add in-stream placement for even stronger consumption, particularly of more complex messages, where longer view durations and more sound-on impressions will deliver results.”

—Lori Abou Habib
Chief Marketing Officer,
SONIC Drive-In

Creative storytelling

TELL STORIES PEOPLE CAN SAVOR



Mobile storytelling is an ideal decision-driving opportunity for restaurant marketers. It combines immersive creative formats such as video with the on-the-go flexibility customers crave.

Dining out is an impulsive decision for many people in the US. Mobile connects the spontaneity of last-minute decision making with images and experiences that stimulate customer appetites.

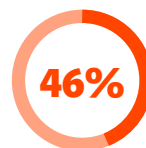
As time spent on mobile increases, so does the opportunity to move diners from discovery to purchase. 75% of the worldwide video viewing now happens on mobile, making it more important than ever for restaurant marketers to deliver mouth-watering messages on mobile devices.²⁸



of worldwide video viewing now happens on mobile²⁹



2/3 of frequent diners surveyed in the US agree that seeing friends' photos and videos on Instagram helps them decide on a fast-food restaurant³⁰



of US adults who explore an interest on Instagram say they like to see and share content about food and drink, making it the most popular interest on the platform³¹

28) "More Than 75% of Worldwide Video Viewing is Mobile," eMarketer, Feb 2018. 29) "More Than 75% of Worldwide Video Viewing is Mobile," eMarketer, Feb 2018. 30) "The Role of Mobile in Fast-Food Dining" by Facebook IQ (Qualtrics-fielded survey of 1,701 people ages 18-51 in the US), Oct 2016. Frequent diners go to fast food restaurants at least 2X/week and have been in a fast food restaurant in the last 7 days. 31) "Food" by Accenture (Facebook-commissioned survey of 2,280 people in the US), November 2018.

Creative storytelling

INGREDIENTS FOR CREATIVE SUCCESS



Build mobile-optimized video ads

- Communicate your message and brand in the first few seconds
- Design creative that works even with the sound off
- Use color and animation to create thumb-stopping content
- Take style inspiration from what your audience shares on social
- Optimize for mobile by using square and vertical images and videos
- Tailor your creative for platform and audience

Create the crave by capturing imperfection

Just like in life, food that looks “real”—e.g., not perfectly styled—is far preferable to consumers when they see digital ads. People eat with their eyes first—depicting a gooey, imperfect cheeseburger or scattered mountain of fries has the effect of making food look real and delicious. Think about ways to lean on modern ad formats such as carousel ads, vertical video and Stories to capture what makes a menu item so delicious.

Build for a spectrum of viewing habits

People’s video experiences lie on a spectrum: quick and bite-sized at one end, when they are in discovery mode throughout their day, and deliberate and longer when they have more time and attention at the other end. Tailor your video ads using different Facebook formats designed to match viewing habits. Think about longer-form content as a place to tell your brand story through in-stream or in-stream reserve. Lean on quicker, on-the-go sessions as opportunities to get your direct response messaging across through video, Stories, carousel format and more.



Yasss

Be adventurous! Try different formats

Don't be afraid to try something new. Taking a playful approach that increases physical interaction with an ad can be a huge boon to engagement. User polls, carousel ads that encourage tap-and-hold responses and countdown clocks can all be used to boost attention and get people directly involved with your content. See the Dunkin' case study to learn how other businesses are bringing this concept to life.

Convey value with visuals

In an industry saturated with options, diners are always searching for the next great value. Remember that what you depict visually can be just as impactful as the words you use. Descriptions of value accompanied by delectable visuals that convey value can make for a winning offer.

Combine commerce with creativity

Consider how you can make your marketing more visual, and give people experiences they'll remember. Explore Stories ad formats such as Facebook Stories, Messenger Stories, Instagram Stories and WhatsApp Status, and leverage the Facebook Video Creation Kit to create mobile-first video ads. Level up your storytelling by using 360-degree photos and videos and 3D photos, or start experimenting with organic AR effects on Facebook using the Spark AR Studio.



A mobile-first mindset

SUCCESS STORIES



20% lower cost

per video view for ads with a polling sticker (compared to ads without)

20% of people

who watched an ad voted in the poll

DUNKIN'

Dunkin' is a leading baked goods and coffee brand that serves more than 5 million customers each day across 43 US states and 44 countries.

HOW THEY DID IT

Willingness to test and learn

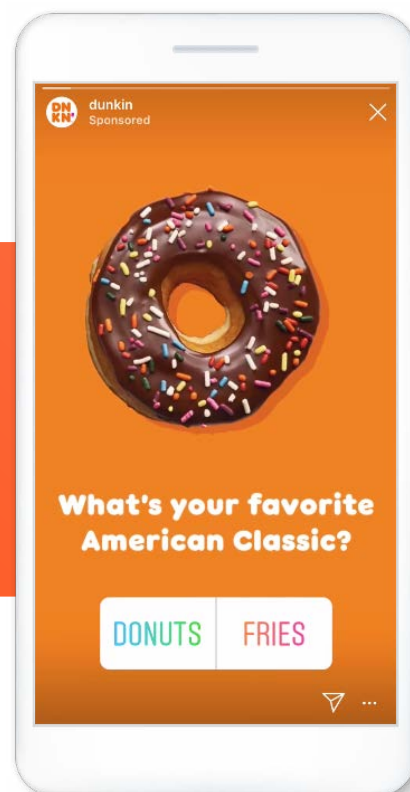
To promote its new Donut Fries, Dunkin' ran 2 versions of a video ad on Instagram—one with a 2-button poll sticker and one without—to test the effectiveness of interactive user polls in ads.

The right product-concept fit

Ad creative showed a Dunkin' donut with sprinkles and a carton of french fries against a colorful animated background. The ad copy asked: "What's your favorite American classic? You don't have to choose anymore!" Both ads used the same creative, but one included a 2-button poll that viewers could click on to make their choice. The viewer was then shown the overall vote tallies.

A fun way to engage

As Dunkin' learned, an important benefit of using interactive polling stickers is that people potentially spend more time viewing an ad and absorbing its message.



“We’re always open to testing ad products that give people a new experience and memorable touchpoint with our brand. Delivering ads in Instagram Stories with the polling sticker showcased our new product story seamlessly and encouraged participation while driving results that matter.”

—Melanie Cohn

Senior Manager,
Brand Stewardship,
Dunkin' Brands

A mobile-first mindset

SUCCESS STORIES

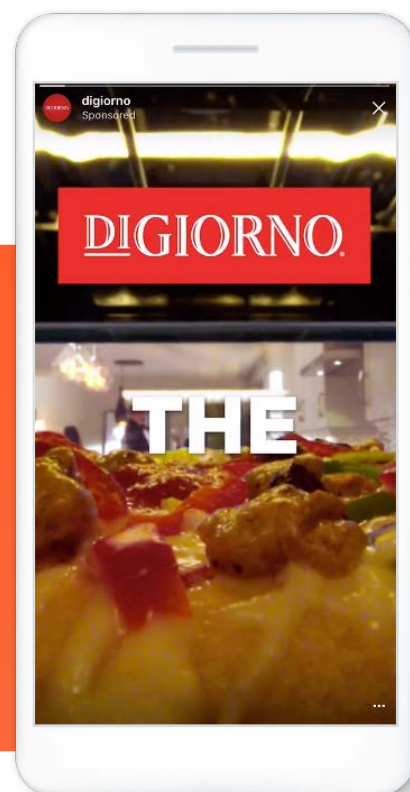


6PT lift
in purchase intent

21M
people reached

8PT increase
in ad recall

23%
of campaign spent on
Instagram Stories



DIGIORNO

DiGiorno revolutionized frozen pizza in 1996 with its signature Rising Crust pizza, which tasted so good, people mistook it for delivery. The brand followed Instagram best practices to develop a teaser video ad and Instagram Story that encouraged people to enjoy its pizza for their next get-together.

HOW THEY DID IT

A delicious idea

Through research, DiGiorno knows that people use delivery pizza more often than frozen pizza for planned occasions. DiGiorno wanted to steal occasions from delivery but needed a unique way to showcase why pizza straight from the oven is better.

Mouth-watering creative

Using facial recognition technology, DiGiorno conducted a social experiment to show that enjoyment of pizza is greatest when it's straight out of the oven. The team used footage from a real scientific experiment to create short teaser videos for both Facebook and Instagram. The team also created vertical video ads for Instagram Stories.

Satisfying results

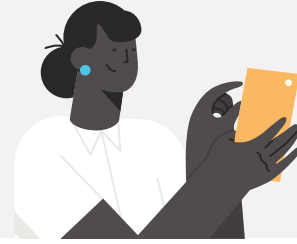
DiGiorno conducted a Facebook Brand Lift study to measure results. The campaign not only reached more than 20 million people, but it also achieved a 6-point lift in purchase intent and an 8-point hike in ad recall, compared to a control group.

“This experiment gave us unique insight into our belief that oven-fresh pizza helps people get more out of their occasions. We were able to learn about how, when and why moods may change in response to pizza in an exciting new way.”

—**Jeff Hamilton**
President,
Nestlé Foods Division,
Nestlé USA

Always-on experiences

SATISFY ANY APPETITE, ANY TIME OF DAY

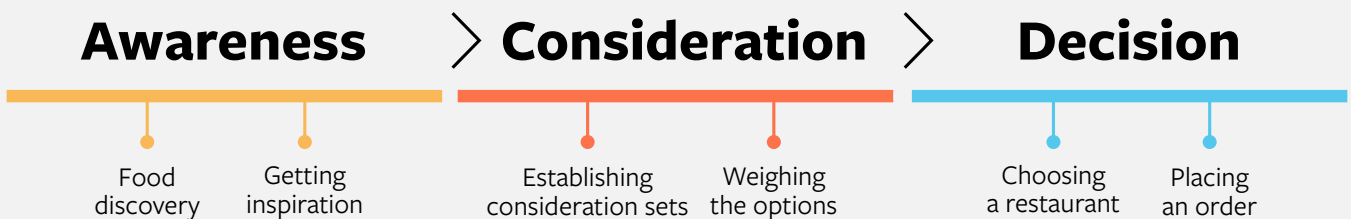


Hunger assumes many forms. Build a marketing strategy that satisfies people at every stage—whether it’s connecting before a meal, reaching people in the moment they decide what they want to eat or letting customers place orders or pay in advance. Help make it possible for diners to get exactly what they want, when they want it, by tapping the opportunity of mobile.


7 in 10

consumers dine out for 4 or more occasions, supporting the idea that you need an always-on strategy, as day-parting is becoming a thing of the past³²

Reinforce your brand at every step along the diner’s path to purchase³³



32) Mintel, Full Service Restaurants - US, February 2019, Base: 1,964 internet users aged 18+ who have dined out in the past 3 months. 33) Smarty Pants (Facebook-commissioned survey of 1,602 people in the US ages 18–44), “Digging In! A Deep Dive to Dining Out,” March 2018.



When dining out, people often wait until 1–2 hours before a meal to decide where to go.³⁴ Mobile content can be hugely important and influential in helping them choose. For example, two-thirds of frequent diners surveyed said seeing friends’ photos or videos on Instagram helps them decide on a fast food restaurant.³⁵

In the same way that TV streaming brings the theatrical experience home, advance ordering expands dining beyond the walls of your restaurant. Diners are increasingly hungry to order food in advance, pick it up or have it delivered when they want and eat it at home. But only 26% of diners say mobile/web order-ahead technology is well-executed today, creating fresh opportunity for restaurants to improve the experience and stand out from competitors.³⁶

Mobile also expands the window of opportunity beyond the moment of decision by allowing diners to connect with restaurants directly anytime they have a question or need—and by allowing restaurants to share messages outside of mealtimes. More than half of consumers (53%) say they’re more likely to shop with a business they can contact via a chat app.³⁷

Enable technology to create a seamless experience at all times, so consumers can get what they want, when they want it, any time hunger strikes.

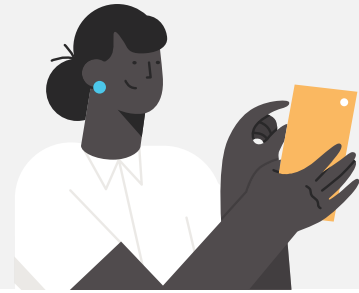
34) Smarty Pants (Facebook-commissioned survey of 1,602 people in the US ages 18–44), “Digging In! A Deep Dive to Dining Out,” March 2018. 35) Facebook IQ, “The Role of Mobile in Fast-Food Dining” (Qualtrics-fielded survey of 1701 people ages 18–51 in the US), Oct 2016. Frequent Diners go to fast food restaurants at least 2x/week and have been in a fast food restaurant in the last 7 days.

36) eMarketer, “Diners Have High Expectations for Restaurant Tech,” July 2018.

37) “Facebook Messaging Survey” by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Data is on average across the 14 markets

Always-on experiences

SATISFY ANY APPETITE, ANY TIME OF DAY



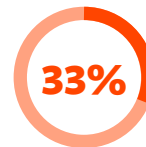
of consumers say they're more likely to shop with a business they can contact via a chat app³⁸



of frequent diners agree they would use Messenger to place an order at a fast food restaurant³⁹

Half of all dinners purchased at restaurants are eaten at home now⁴⁰

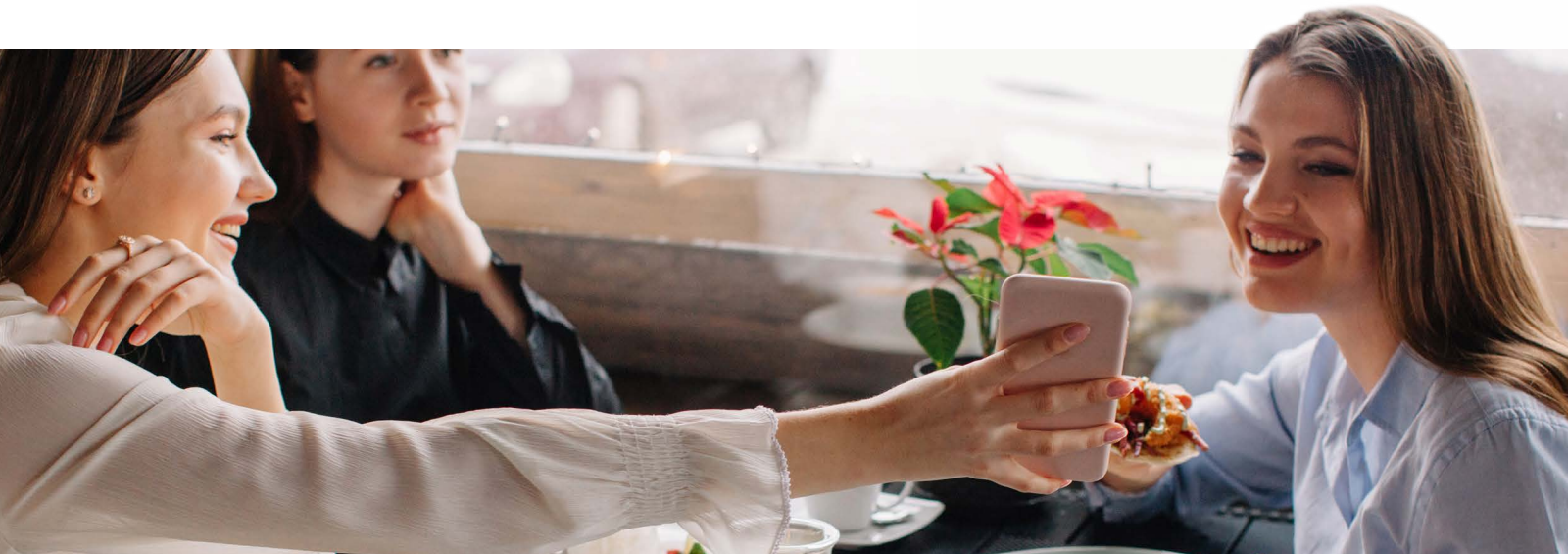
Digital channel sales will make up **30%** of all sales for US restaurants in 2025⁴¹



of diners say restaurants' interactive tools and tech are well-executed today⁴¹



of diners say mobile/web order-head technology is well-executed today⁴¹



38) "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Data is on average across the 14 markets. 39) Nielsen, "Facebook Messaging Survey" (Facebook Commissioned), March 2016. 40) eMarketer "Where are Shoppers Spending on Food?," Sept 2018. 41) eMarketer, "Diners Have High Expectations for Restaurant Tech," July 2018.



Always-on experiences

INGREDIENTS FOR ALWAYS-ON SUCCESS

Live in the moment

Hunger can strike at any time, and we know that diners make decisions about where to eat in a small window of time—the 2 hours leading up to a meal. Brands should develop an always-on marketing strategy that constantly primes customer appetites to stay top of mind anytime hunger strikes.

Balance national and local media

Mobile succeeds with consumers because it feels personal to their time and tastes. Consider delivering personalized messages or offers at the local level on mobile that can complement an always-on, overall brand story.

Drive foot traffic with personalization at scale

Consider all the ways you can use platforms such as Messenger and Instagram to share regional specials and limited-time offers. Promote geo-specific offerings and use targeting tools to reach the right audience with the right message. Incorporate a clear call to action, such as a map showing the audience to the nearest location.

Redefine convenience with friction-free ordering

If you aren't making it easier for customers to get what they want, when they want, you risk being overlooked or left behind. Stay relevant and competitive by making it possible for customers to place digital pickup or delivery orders in advance. Market the ease and convenience of your (and your delivery partner's) ordering features with ads on Facebook or Instagram, then integrate them with Messenger to create a seamless order, delivery and customer service experience.

A mobile-first mindset

SUCCESS STORIES



5.8% increase

in store traffic during campaign*

5% increase

in revenue during campaign

8% increase

in to-go orders during campaign

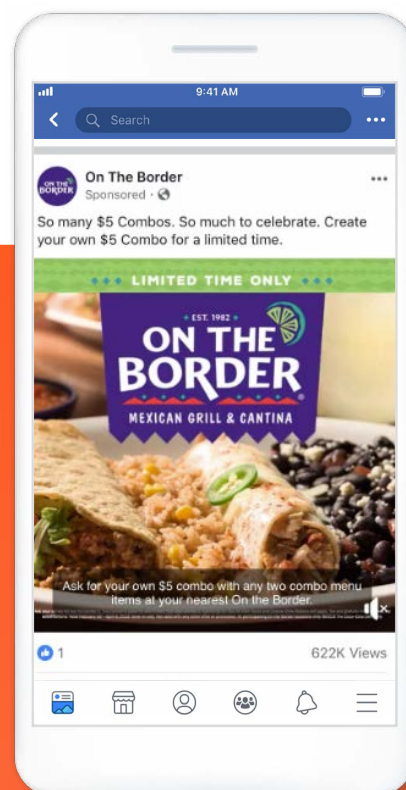
28% increase

in website traffic during campaign*

10% increase

in online catering orders during campaign

**Compared to the same period the previous year*



ON THE BORDER

On The Border Mexican Grill and Cantina is a casual dining brand that includes more than 150 restaurants in 32 US states. The company wanted to increase awareness of its brand and encourage people to visit a location near them.

HOW THEY DID IT

Relevant creative

On The Border promoted a \$5 combo with Facebook video ads, which it showed to people interested in Mexican food and living within a certain proximity of restaurant locations. The campaign used 30-second video ads to draw attention and raise awareness. In combination with its video views campaign, the team ran a campaign that used 15-second and 6-second vertical video with a reach objective.

A multi-phase approach

To ensure that creative stayed fresh during the campaign, the team strategically added a 9-second video into the mix and retired the 30- and 15-second videos as the campaign matured. On The Border found that this mix helped grab people's attention and more effectively encourage them to visit a location.

“At On The Border, we're all about bringing people together, and Facebook has enabled us to reach targeted audiences at scale. This has allowed us to effectively tell our brand story through vertical video and lift store traffic as a result.”

—**Kyle Knox**
Director of Marketing,
On The Border Mexican
Grill and Cantina

BRING PEOPLE CLOSER TOGETHER



Dining is an inherently communal experience. Thanks to the power and connection of mobile, even a quick meal alone at home can become a special moment with friends. Capitalize on the importance of a good meal by making the most of the special life moments people share.

Love of food is a universal human experience. We eat both at home and on the go. Sometimes we rush to finish. Sometimes we take our time. We eat carefully and impulsively, often in the space of a single day. People value being able to share these moments, big or small, through video, live streaming, Stories, and messaging. Individually curated News Feeds live in a space where community connections are intended to deepen and thrive.

For marketers, media planners and creative teams, this creates new opportunities to deliver an experience that feels like more than just a meal.

More than half of frequent diners surveyed across 13 markets chat with their families on Messenger about where to eat⁴²



42) "The Mobile Diner: The Role of Tech in Dining Out" by Facebook IQ (Qualtrics-fielded survey of 1,701 people ages 18–51 in the US), Oct 2016.

PHONES BEFORE FORKS

For many of today’s diners, the camera “eats” first. People are excited to engage with food content on Instagram—which makes it an ideal fit for restaurant brands.

Instagram and Facebook allow restaurant advertisers to reach customers in a place where they’re already thinking about food. Restaurants can connect with customers at the right time, in the right place, with the right visuals—enhancing the relevance and resonance of creative messages.

2/3 of frequent diners

surveyed in the US agree that seeing friends’ photos and videos on Instagram helps them decide on a fast-food restaurant⁴³

People regularly use Facebook and Instagram to discover and share new dining experiences.

In fact, no other platforms are used as much or as often by diners.

330M

Instagram posts with #food and counting⁴⁴

57%

visit Instagram at least once a day⁴⁵

82% of diners

visit Facebook at least once a day⁴⁵

Video-enabled ad formats on Facebook and Instagram create immersive opportunities for marketers and diners.

People surveyed spend

5X longer

looking at videos than static content across Facebook and Instagram⁴⁶

80% increase

in time spent watching videos on Instagram

43) “The Role of Mobile in Fast-Food Dining” by Facebook IQ (Qualtrics-fielded survey of 1,701 people ages 18–51 in the US), Oct 2016. 44) Instagram internal data, Global, May 2019. 45) Smarty Pants, “Digging In! A Deep Dive to Dining Out (Facebook commissioned),” March 2018. 46) Kantar Media “Video in Mobile Feed (Facebook IQ commissioned),” July 2016. 47) Instagram Internal Data, June 2017.

HASHTAG IN NUMBERS

295M+
#FOOD

95M+
#FOODIE

167M+
#FOODPORN



#CHEFMODE
517K

#SNACKS
4.5M

#NOMNOMNOM
14.9M+

SOCIAL RESPONSIBILITY

Serve the greater good while serving your customers

In today's connected world, where news travels at the tap of a thumb, brands face more scrutiny than ever before about whether they impact their communities for good. People of all ages—especially younger consumers—increasingly make purchase decisions in favor of brands that mirror their values and beliefs. Restaurants can appeal to this trend with actions such as offering educational opportunities for employees and reducing packaging waste.



36% of consumers

want restaurants to concentrate on producing less packaging waste (e.g., straws, plastic utensils, etc.)⁴⁸

According to research from Mintel, consumers across demographics want restaurants to **focus on social and environmental responsibilities in 2019**, including demonstrating better treatment for employees and giving back to the communities they serve⁴⁸

CULTURAL CONNECTION

Capitalize on community moments that matter

Mobile is at the center of so many major cultural events. People may crowd around the big screen during sports events and award shows, but they also keep their smartphones close at hand. Develop a complementary Facebook and TV ad strategy to engage your audience before, during and after tentpole events.

64M people worldwide

joined the Super Bowl LI conversation on Facebook—enough to fill Houston’s NRG Stadium nearly 900 times over⁴⁹

40% increase
year-over-year

in US Facebook conversations centered around NCAA March Madness⁵⁰

90% of sports fans

said they used a second screen while watching TV, with mobile phones the clear favorite (79%)⁵¹, according to a Gobel Web Index study



49) Facebook and Instagram internal data, global, Feb 2017. 50) Facebook IQ internal data, US, Feb 2017. 51) Gobel Web Index, “Sports Around The World,” Nov 2018

Community and culture

INGREDIENTS FOR COMMUNITY SUCCESS



Tap into the power and influence of foodies on mobile

Popular platforms such as Instagram have revolutionized the creative and cultural conversation around food, making it possible for marketers to connect with one of the most engaged and enthusiastic food audiences anywhere. With nearly half of 18–34 year-olds now identifying as “foodies,” meal experiences play an increasingly important part in people’s lives.⁵² For younger diners, food is central to building a sense of identity—and they’re using Instagram to help boost their reputations and expertise.

Capitalize on community moments that matter

Mobile is at the center of so many major cultural moments. People may crowd around the big screen during sports events and award shows, but they also keep their smartphones close at hand. Develop a complementary Facebook and TV ad strategy to engage your audience before, during and after tentpole events.

Engage fans in both Feeds

People check both Facebook and Instagram during major events. When Facebook IQ studied what types of content tend to be popular on Facebook and Instagram during big cultural events, it found that people go to Facebook for reactions and opinions and Instagram for a behind-the-scenes perspective. Experiment with sharing key moments on Facebook and offering insider glimpses or exclusive content on Instagram.

Serve the greater good while serving your customers

In 2019, diners are interested in restaurants that focus on doing good in areas of social and environmental responsibility. Restaurants can appeal to this trend with actions such as offering educational opportunities for employees and reducing packaging waste. Lean on Facebook to communicate the value that your brand stands for and foster loyalty with younger consumers on a national level. Then leverage Facebook and Groups at the regional, franchise level to build connections and engagement with your local communities.

52) “Food” by Accenture (Facebook-commissioned survey of 2,280 people in the US), November 2018.

A mobile-first mindset

SUCCESS STORIES



25PT lift

in ad recall

4PT lift

in agreement that “Bud Light is the brand for me”

49%

of target audiences reached

BUD LIGHT

AB InBev brews, markets and sells over 100 brands in the US, where it holds a 45.8% share of the beer market thanks to its flagship brands, Budweiser and Bud Light. Bud Light wanted to connect with the right audience and boost buzz during the Super Bowl.

HOW THEY DID IT

Built for a community moment

Bud Light developed a clever TV storytelling campaign set in a medieval world. In recognition of the changing consumer landscape, the brand reached beyond TV to bring the stories to life on Instagram and Facebook, which many young people use as “second screens” during the Super Bowl.

Creative that plays on TV and mobile

This was the brand’s first-ever mobile-first Super Bowl ad campaign. The team started with some of the same broad creative concepts originally conceived for TV, but they also developed an entire suite of assets just for digital. Funny, mobile-first ads complemented the TV creative by featuring the same characters and themes, specifically built for multi-part storytelling on Instagram and Facebook.

The right message for the right groups

Bud Light served the ads to US adults aged 21–49, as well as people with an interest in the NFL and all NFL football teams.



“Partnering with Facebook Creative Shop helped shape our entire mobile strategy for Super Bowl 2018. We co-authored content, shaped ideas together and worked together early enough so that our entire production could handle all of the elements we all wanted to capture to have a strong plan. It was an amazing creative partnership.”

—**Brandon Pracht**
Group Account Director,
Weiden + Kennedy

Part 3

FACEBOOK SOLUTIONS FOR RESTAURANT MARKETERS



Opportunity 1

A MOBILE-FIRST MINDSET

TREND	ACTION	SOLUTIONS	TIP
People are discovering restaurants and making decisions about where they want to eat on mobile	Embrace mobile as a go-to format, and lean on Facebook as your solution to scale your reach beyond TV	<ul style="list-style-type: none">• Video• Facebook and Instagram Feed• Stories• In-stream	Reach the right person at the right time with the right message by using Automatic Placements, which serves ads across all placements
Younger consumers are more likely to be cord cutters	Mobile, and specifically Facebook, allows you to connect with this hard-to-reach audience	<ul style="list-style-type: none">• Stories• Facebook and Instagram Feed	The world is becoming more “Instagrammable.” Younger generations care about sharing their dining experiences across social. Consider ways to appeal to this desire by making your food and physical restaurants more Instagram-worthy

Opportunity 2

CREATIVE STORYTELLING

TREND	ACTION	SOLUTIONS	TIP
Visuals play an increasingly important role in driving people’s decisions about where to eat	Build mobile-optimized video ads to “create the crave” with diners	<ul style="list-style-type: none">• Vertical video• Carousel ads• Stories	Don’t over-stylize your food—depicting a gooey, imperfect cheeseburger or scattered mountain of fries has the effect of making food look real and delicious
People watch videos in both long and short formats, depending on the time of day	Design for the full spectrum of consumer viewing behavior	Short-form: <ul style="list-style-type: none">• Video• Stories• Carousel ads Long-form: <ul style="list-style-type: none">• In-stream• Instagram TV• Facebook Watch	Test out driving direct response objectives with short-form video, and create a complementary long-form strategy to tell your brand story

Opportunity 3

ALWAYS-ON EXPERIENCES

TREND	ACTION	SOLUTIONS	TIP
Consumers typically decide where to eat within a 2-hour window of their meal	Ensure you're reaching diners no matter when hunger strikes by using always-on solutions	<ul style="list-style-type: none">• In-stream• Facebook and Instagram Feeds• Stories• Dynamic ads	Higher reach increases total sales impact. Reach at least 25 million nationally, and hit 40–60% of your audience in local markets in your campaigns to maintain efficiency, effectiveness and volume ⁵³
People want a fast and frictionless experience, powered by technology	Communicate the ease of ordering with your brand by promoting things like mobile ordering in your apps, third-party delivery services or in-store technology, such as kiosks	<ul style="list-style-type: none">• Facebook and Instagram Feed• Video	Serve people 3–5X weekly for shorter campaigns, app installs, loyalty or online/digital ordering ⁵³

Opportunity 4

COMMUNITY AND CULTURE

TREND	ACTION	SOLUTIONS	TIP
People want to engage with restaurant brands around key cultural moments	Whether sponsoring a concert or a big game, scale personalized engagement to a broader audience with immersive experiences online	<ul style="list-style-type: none">• Facebook Live• AR• Stories	Create engaging experiences that make it feel like you're bringing your event directly to consumers who aren't there in person by using Instagram polls or making unique filters available to fans that follow your Page
Consumers are more community-minded than ever and want to know what brands stand for	Create long-form content to tell your master brand story	<ul style="list-style-type: none">• In-stream• IGTV• Facebook Watch	Create meaningful, personalized relationships with consumers by engaging with your diners 1:1 through Messenger or WhatsApp
People want to feel understood by brands	Reach customer groups with information that's relevant	<ul style="list-style-type: none">• Facebook pixel• Facebook SDK• Offline conversions	Build a customer audience model to reach people on Facebook



Part 4

TOMORROW'S SPECIALS

What trends are next on the menu?

TOMORROW'S TRENDS

Just as embracing mobile helps restaurant marketers capture the attention of today's connected audiences, embracing future-focused technologies that enable new customer experiences can prepare restaurants for what's next.

EASY ORDERING

Advancements in ordering technology can create generational expectation gaps. By enabling multiple seamless ordering experiences that appeal to the needs of different groups, restaurants can maintain ties with established customers while innovating in a way that attracts and retains savvy younger audiences.

Consider your “cash-free” future

While cash is still king, particularly for older diners, it's reasonable to expect this won't always be the case. Closely monitor and enable new forms of cash-free purchasing at your restaurants to ensure every audience segment can purchase what they want, how they want.

Standardize mobile ordering and pickup

Given that younger audiences are more likely to place mobile orders for pickup or delivery today, it's reasonable to expect this is how they'll continue

to order as they age. An investment in mobile ordering, pickup and delivery options is not just a smart play today—it's the future of your business. Capitalize on multiple consumer tech innovations simultaneously by enabling smart speaker and voice-tech ordering options too.

Make it simple to skip the line

Recent tech innovations may soften the consumer inclination to act on impulse. When customers can research and engage with brands on their own time, outside the typical decision window, it increases their expectations for flexibility and convenience. By making it easier than ever for customers to order whenever they want—such as partnering with third-party delivery services or adding parking spots for pickup orders—restaurants can smartly adapt to the expectations of advanced diners.



AR AND VR EXPERIENCES

People are already adopting augmented reality (AR)—applying photo filters in Instagram Stories is one popular example—and choosing virtual reality (VR) for more immersive gaming. Across the Facebook family of apps and services, one billion Stories are shared every day. And by 2020, it's predicted that 51.8 million people in the US will experience VR content at least once a month. But there remains a wealth of untapped possibilities around how people can—and will—use these technologies to engage with restaurants in the future.⁵⁴

Connect with audiences using shared visual language

AR and VR hold incredible potential to make consumer and brand interactions more literal than ever before. Start experimenting with organic AR effects—such as face filters, fun animations and augmented maps—for Facebook and Instagram ads by using Spark AR Studio, and reach consumers where they are in a powerful new way.

Help people transcend distance

While AR allows people to play within their existing physical environments, VR can transport them to completely new worlds, enabling immersive, engaging and even transformative experiences. Find new ways to add value to people's lives by enabling brand-centered VR experiences that reinforce your values and messaging.

Transform the path to purchase

AR and VR combine the convenience of shopping online with the confidence that comes from trying products in stores. People are eager to use these technologies to streamline their shopping experience. Imagine the possibilities for restaurant marketers to be on the forefront of sense-based marketing that captures the sights, sounds, tastes and smells of their favorite foods, then find ways to be the first brand to do it right.

EXECUTIVE SUMMARY

Build for tomorrow. Thrive today.

While fast casual and fast food restaurants have maintained their importance in US life for decades, today’s diners crave a new approach to “going out,” with mobile as the key ingredient. Mobile devices put restaurant marketing, reviews, locations and word-of-mouth feedback right at customers’ fingertips. Brand engagement is no longer confined to restaurant visits—brand engagement is 24/7, online and offline. It’s increasingly important to reach diners where they spend their time—on mobile and mobile video—in order to stay top of mind.

The fundamental ingredients that first made fast food dining popular are still relevant today. Only the technology has changed. Customers are hungry for the taste (good marketing that “creates the crave”), value (when a customer feels like they’re getting more than they paid for) and convenience (people to get what they want, when they want it) of customer-friendly fast food experiences. Marketers have a unique opportunity to differentiate by crafting messages that rely on the latest technology—such as mobile-optimized video, ordering and delivery functionality and creative new ad formats on the Facebook family of apps and services—to reach customers of all age groups.

To be successful in an ever-changing consumer landscape, restaurant marketers should adopt mobile-first strategies that keep up with consumers’ mobile-first approach to dining out, design immersive creative experiences that resonate with people who are on the go, interact with customers at every stage of the journey—from discovery to decision—and bring people closer together by creating fun audience moments centered around their brand.



facebook



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