



case studies

because it matters

HiSteaks & Tequila Co.

Market Repositioning

Opportunity:

When HiSteaks & Tequila Co., a local bar and restaurant, began suffering from increased competition from similar steakhouses and themed eateries, the owner estimated the restaurant would fail within three months.

We saw it as an opportunity. Given the restaurant's close proximity to the University of Nevada, Las Vegas (UNLV), it made sense to develop a campaign targeted to a younger demographic rather than attempt to compete against well-funded competition and frequent grand openings.

Outcome:

The promotion drew more than 2,000 UNLV students in seven days; more than 50 percent ate in the restaurant. Follow-up research revealed that the new market positioning tagline had solidified with 100 percent name recognition among area students.