



Tour our Brand Positioning process for this new barbecue restaurant!

Austin Barbecue Restaurant Positioning

Date Submitted • June 29, 2022

We have a lot of ground to cover; follow along with our pop-up commentary.

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In this section, we cover the basics to get oriented around the facts of the project.

Overview

The Location

The Restaurant

Austin, TX

The first step is to take a zoomed-out look at the restaurant's location to understand culture and audience. Here, we captured the overall atmosphere of the city at-large, Austin.

Nestled in the hill country of central Texas, Austin has become one of the most sought after locations for transplants in both the residential and commercial markets. Known for its eclectic live music scene, the capital city of Texas shines bright amongst the major metropolitan areas of the state. Austin's many parks and lakes allows for hiking, biking, swimming, and boating.

The Domain, completed in 2007, has flowered into its own self-contained ecosystem. The 303 acre property is bolstered by retail, dining, housing, and even a Whole Foods. The Domain is one of the hottest spots for new arrivals to Austin, tourists, and family/friends visiting. A bit north of downtown, the new Austin FC soccer stadium is located caddy corner to the Domain with the general area slowly taking on a life of its own.

Excerpts from [The Domain Wikipedia](#) and [Taco Street Locating](#)

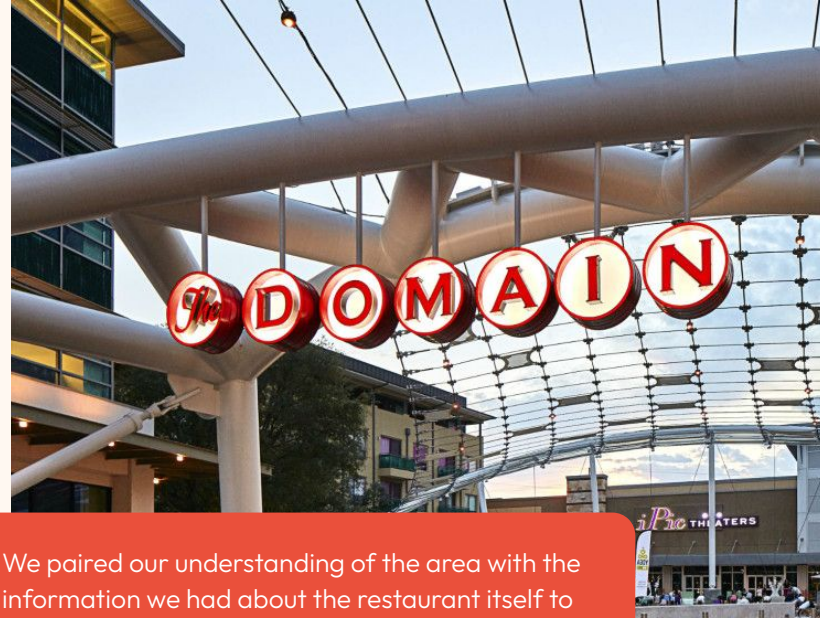


Our Restaurant

Located in The Domain, this restaurant has a promising future of catering to a diverse and eclectic crowd, gaining high exposure from foot traffic in the area. Tourists and locals alike come to The Domain for the high-end retail and leisure that it offers—and this restaurant will be the premier destination for people looking to kick back after a long day of shopping with family, or visit after game day with friends.

This restaurant is a barbecue spot unlike any you've seen before. Classic smoked meats share the stage with innovative plant-based options that cater to the more mindful and progressive Austin demographic. Featuring a microbrewery on-site coupled with an outdoor beer garden, our restaurant provides good food, good drink, and the perfect ambiance for good company. It also offers to-go items (including beers), catering, merchandise, and a slice of nightlife as it is open until 1:00 am on the weekends.

From there, we took a closer look at the restaurant's immediate area to get a deeper understanding of the daily flow of potential patrons.



We paired our understanding of the area with the information we had about the restaurant itself to see how its value propositions aligned with consumer behavior.

Building on the foundation established in the Overview, we dive deeper into environment to understand how people behave in the immediate area.

Neighborhood

History

Transportation

Local Attractions

Local Employers

Neighborhood History

1839 Republic of Austin

Austin designated capital of the Republic of Texas.

1839 Capitol Built

Texas State Capitol built and was rebuilt later after it burned down.

1881 UT at Austin

University of Texas at Austin established.

1886 Driskill

Driskill Hotel in business and is the oldest hotel operating in Austin.

1895 Moon Towers

34 moonlight towers installed with only 13 remaining today. They are now designated as Historic Places.

1933 Library Opens

Austin Public Library building opens and is one of the great attractions of the city today.

1950 Growth

In 1950 the first real population spike happens lifting the number of residents over 130,000.

1967 Vulcan

Vulcan Gas Company music venue active, which is still thriving today.

1976 ACL

Austin City Limits television music program begins national broadcast.

1987 SXSW

South by Southwest music festival begins.

1999 ABIA

Austin-Bergstrom International Airport opens allowing for more traffic into Austin.

2007 The Domain

Restaurants, office space, retail stores, apartments, and hotels arrive in the self-contained area of over 700,000 sq ft.

2012 Food and Wine

Austin Food & Wine Alliance established and brought innovation to the Central Texas culinary community.

2020 Million

Austin reaches one million residents, making it the 11th American city to hit the milestone.

2022 Our Arrival

We arrive in Austin to provide folks with a unique take on barbecue.

Transportation

The Domain is essentially a self-contained city in Austin that prides itself on providing and catering to the transportation needs of the growing population. Expect well-paved sidewalks and accessibility ramps. There is ample parking at five color-coded parking garages, and is accessed by bus via the Esperanza Crossing / Domain Bus Stop.



Walk Score



Bike Score



Transit Score

Excerpt from [Taco Street Locating](#)

Understanding how people move sheds light on consumer behavior and trends. Traffic flow and transportation options are major indicators for accessibility, and contextualize how locals navigate their city.

Distance to Downtown Austin

31 min 51 min 60+ min 60+ min

Distance to Q2 Stadium

3 min 18 min 6 min 24 min

Distance to the capital

16 min 50 min 60+ min 60+ min

Distance to The Oasis

27 min 60+ min 60+ min

Neighborhood History

The Domain is a tourist destination in and of itself, featuring a wide breadth of retail. Mom 'n pop options in the area speak to a more bespoke alternative for a locally-minded crowd.

The Domain

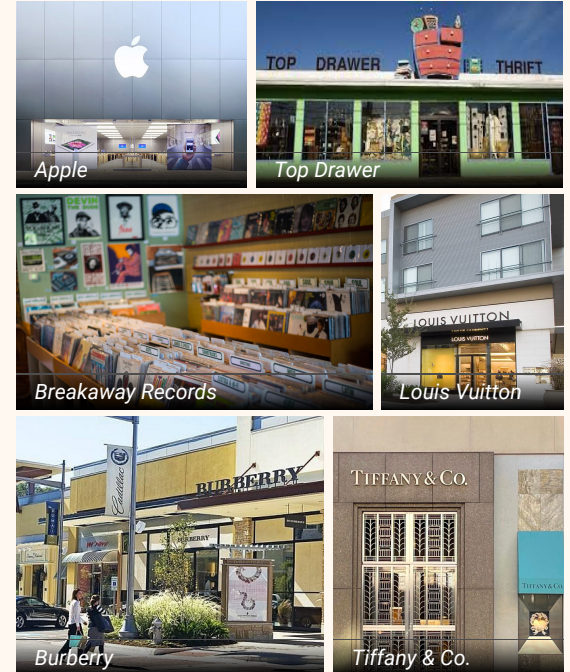
- Coach
- J. Crew
- Gucci
- Apple
- Levis
- Anthropologie
- Arhaus
- Sur La Table
- H&M
- Burberry
- Louis Vuitton
- Lucchese Bootmaker
- Lulu Lemon
- Madewell
- Neiman Marcus
- Tiffany & Co.
- Tumi

Local Shops

- Atown
- Austin Antique Mall
- Blue Velvet
- Room Service Vintage
- Blue Elephant Boutique
- Outlaw Moon Games & Toys
- Top Drawer
- Monkey Wrench Books
- Breakaway Records
- Austin Pets Alive! Thrift

Surrounding businesses are indicators of consumer behavior and interests for target audiences. Compiling them creates a rolodex for future partnerships and collaborations.

This slide and the remaining in this section categorize local businesses and public spaces by shopping, hobbies and recreation, and economic opportunity.



Local Attractions

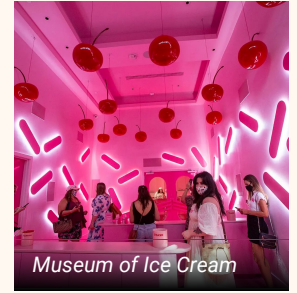
Austin boasts attractions that run the gamut for entertainment. From Go-Kart racing to day spas, there's many local attractions around the restaurant that draw in a diverse crowd who will likely frequent the area or visit from out-of-town.

Recreation

- Domain Central Park
- Q2 Stadium
- Austin Aquarium
- Rock Rose District
- Museum of Ice Cream
- Viva Day Spa
- Great Hills Mall
- Backwoods Trails Park
- Walnut Creek Metropolitan Park
- K1 Speed Indoor Go-Karts
- iPIC Theatres



Q2 Stadium



Museum of Ice Cream



The Domain Central Park



Austin Aquarium



K1 Speed Go-Karts



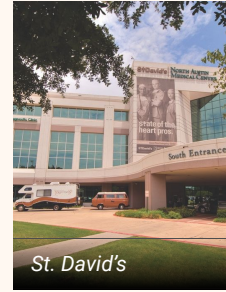
Viva Day Spa

Local Employers

With major employers in the area being tech giants like Amazon and IBM, our restaurant will likely see a large, diverse, and affluent crowd of local employees. There will be no shortage of partnership and catering opportunities with such big players right in the restaurant's backyard—not to mention great happy hours after work.

Employers

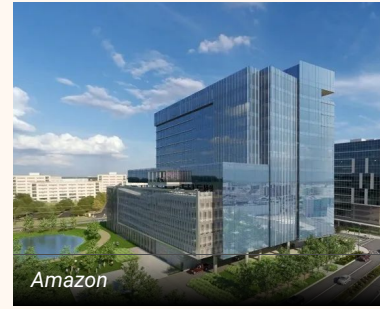
- St. David's North Austin Medical Center
- The University of Texas at Austin
- Amazon
- Indeed
- IBM
- Pape-Dawson Engineers
- Social Solutions
- ESC Spectrum
- Trend Micro
- Braker Pointe
- Expedia
- ESO Solutions
- The Westin
- Wyndham
- LoneStar Court
- Marriott
- Hilton
- Hyatt
- Austin Plastics
- Charles Schwab



St. David's



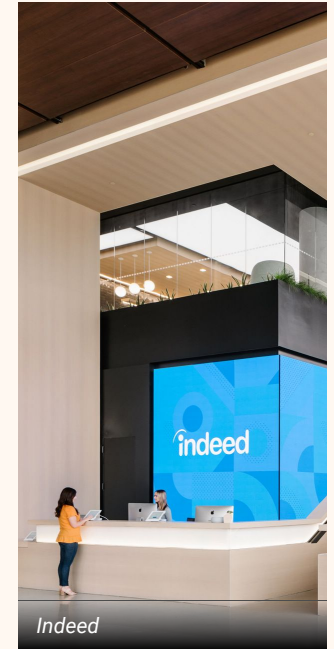
Charles Schwab



Amazon



IBM



Indeed

Understanding the neighborhood paves the way to understanding who lives there; our general audience can be narrowed with further research and demographic data.

Audience

Demographics

Target Audience

Psychographics

Age & Gender

Austin Median Age

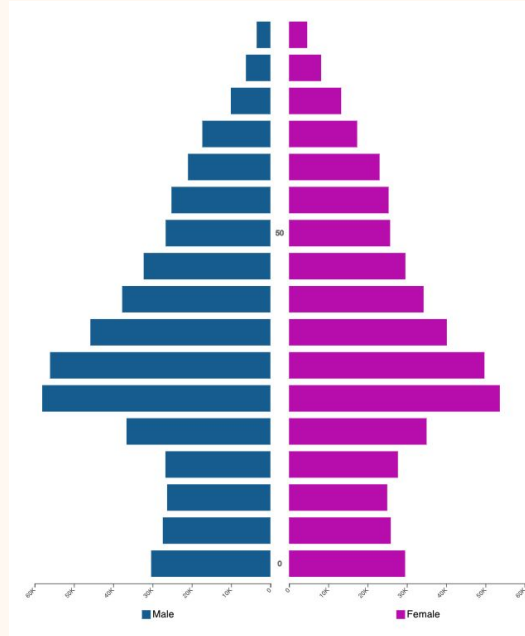
Total	33.7
Male	33.5
Female	24

Austin Age Dependency

13.3	Old age dependency ratio
28.1	Child dependency ratio

Austin Sex Ratio

Female	475,299	49.21%
Male	490,573	50.79%

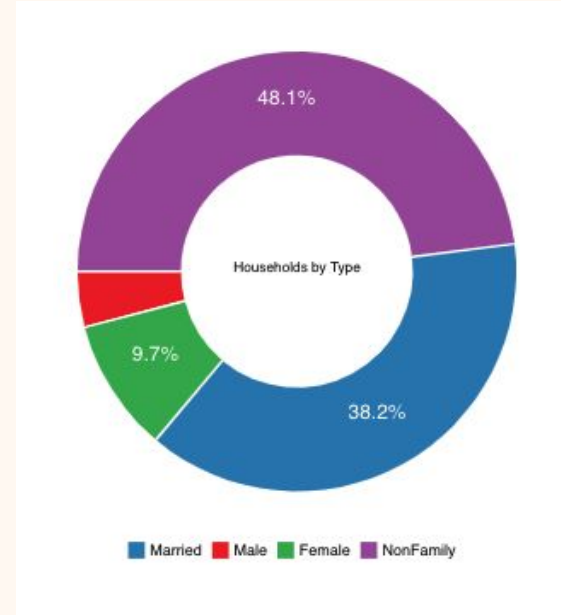


Household Type

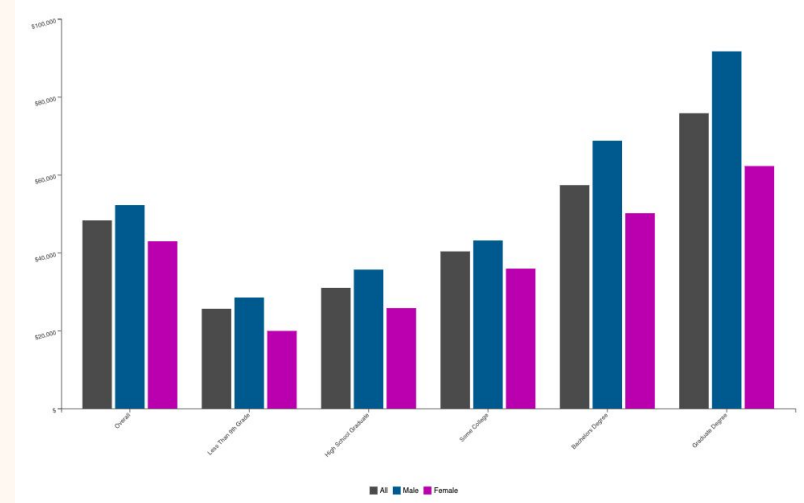
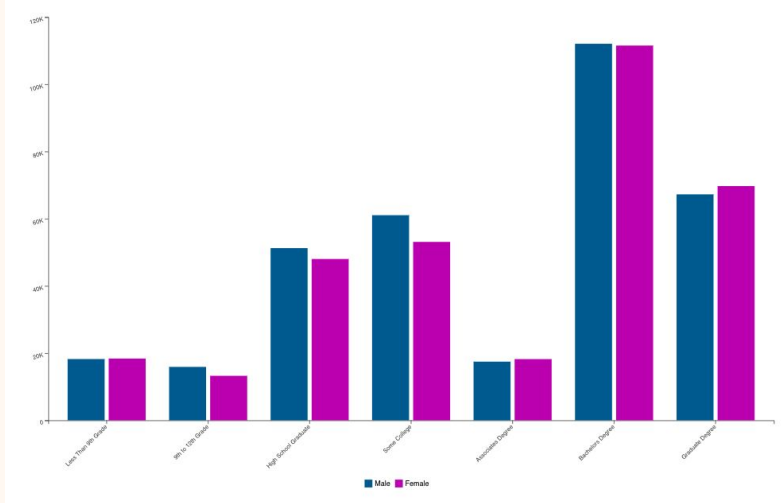
Type	Count	Average Size	Owned
All	395,280	2.39	45.5
Non Family	190,324	1.47	30.5
Married	150,985	3.16	67.3
Male	38,374	3.45	36.8
Female	15,597	3.46	39.5

Average Family Size 3.15

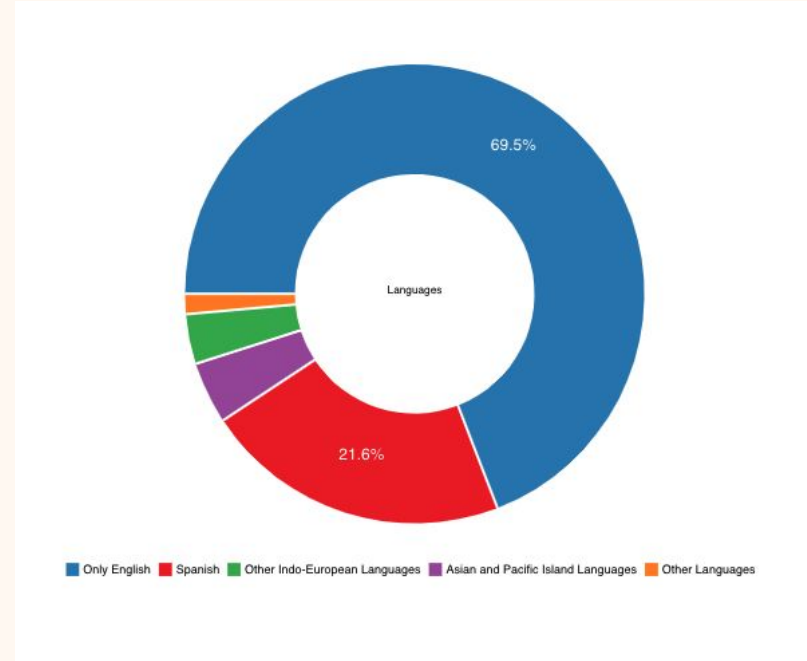
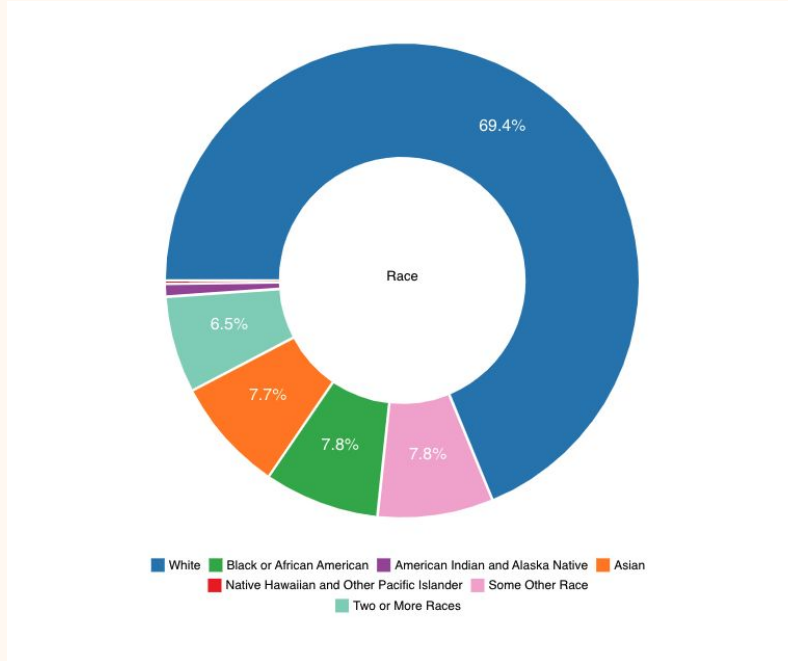
Average Household Size 2.39



Education & Income



Race & Language



Target Audience

Austin caters to a diverse and eclectic crowd of music lovers, outdoor adventurers, beer/wine enthusiasts, and seekers of art and culture. Because of its vibrancy, Austin is continuing to rise in population while its average age appears to be dipping; coupled together, this unique mix is what makes the city a desirable destination for long-term residents and visitors alike.

Our audience can mostly be characterized as follows:

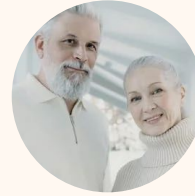
- Austin's population skews to be young and appears to be getting younger.
- Those with children tend to have just one.
- People are highly educated.
- Residents are predominantly English-speaking with a high Spanish-speaking population.
- Travelers from out of town will likely visit for sports games, to experience The Domain, or to try our classic spin on barbecue.



After spelling out the demographic information of the city, we look for data trends to drive messaging for subsequent brand and marketing efforts.

Psychographics

Once trends are distilled, we personify the data by making psychographics that allow us to see the human behind the statistic.



	Tech Entrepreneur Devon	Sports Fan / Dad Angel	Hip Older Couple Stephanie & Juan	Millennial Media Maven Muriel
Age	31	40	59, 61	28
Occupation	RevOps at a Fintech startup	Insurance broker	Interior designer, bespoke bike shop	Editor at online media company
Hobbies / Interests	Networking, local scene	Sports, family	Exploring the city, art scene, travel	Art, networking, pride
Value Proposition	Instagrammable sustainability and buzz, visibility of supporting local business, close to work	Family friendly, location (game day)	Focus on craft, adventurous eating, interior design	Interior design, activities, alternate to clubs/bars, sustainable eating, post-shopping destination

Researching the competition is essential for making strategic brand decisions. Becoming intimately familiar with the signals of similar brands gives us the information needed to know when and how we follow trends or subvert them.

Competition

Terry Black's Barbecue

Franklin BBQ

Southside Market & Barbeque

Hat Creek Burger Company

Competition



Terry Black's Barbecue



Franklin Barbecue

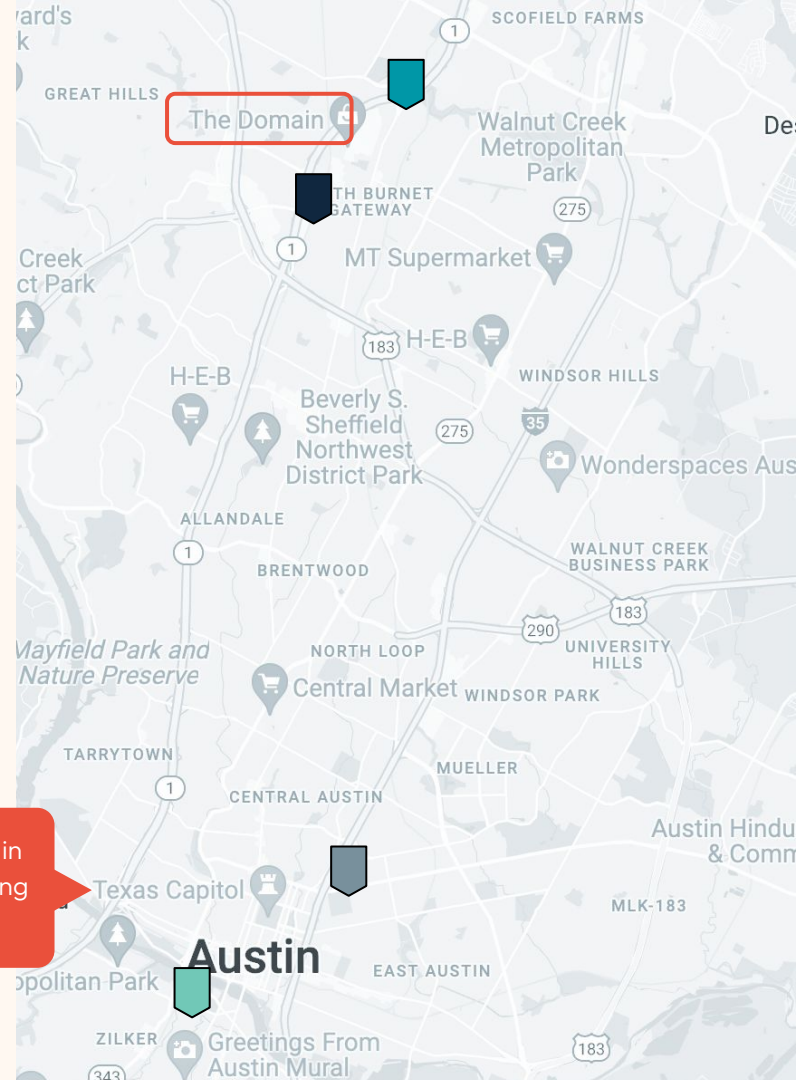


Southside Market & Barbecue



Hat Creek Burger Company

Proximity and convenience are huge factors in understanding consumer behavior and making decisions about brand direction.



Competitor Analysis



What do the logo and name signal?



How does the space feel?



Are there trends across competition with color?



How does their website feel and function?



What sets them apart?



Is what they're doing working in the digital space?

Terry Black's Barbecue



1003 Barton Springs Rd., Austin, TX 78704

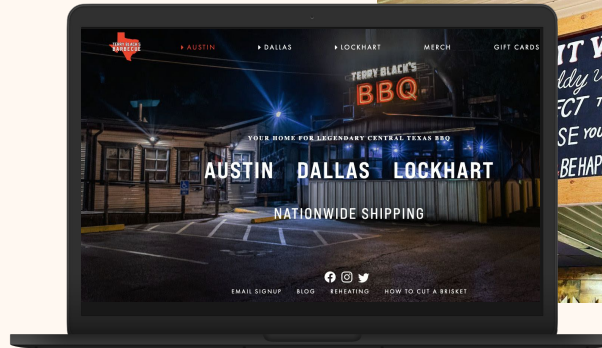
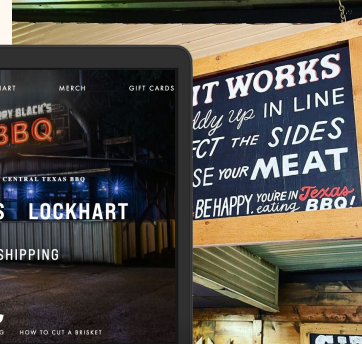
Born and raised in Lockhart, Texas, Terry Black passed down generations of barbecue knowledge learned from his experience in the Lockhart BBQ scene. His sons bring their very own style of Central Texas BBQ from Lockhart to Austin.

Unique offerings

- To-go orders placed online
- Outdoor patio
- Build-your-own-style menu by pound
- Catering

Followers Instagram **9,559** | Twitter **78,100**

Brand Palette



Franklin BBQ



900 E. 11th Austin, TX 78702

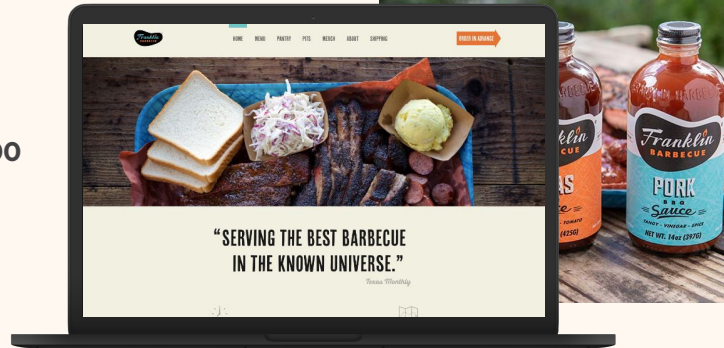
Franklin claims to be “the best barbecue in the known universe,” and has achieved mass success through their now-multiple verticals. People travel from all over (or have menu items shipped anywhere in the US) to experience the Franklin’s flavor.

Unique offerings

- Merch and pits available for purchase online
- Shipping available
- Dry goods/market items available
- Guest chef spotlights

Followers Instagram **441,000** | Twitter **63,400**

Brand Palette



Southside Market & BBQ



10515 N Mopac Expy Suite B-225, Austin, TX 78759

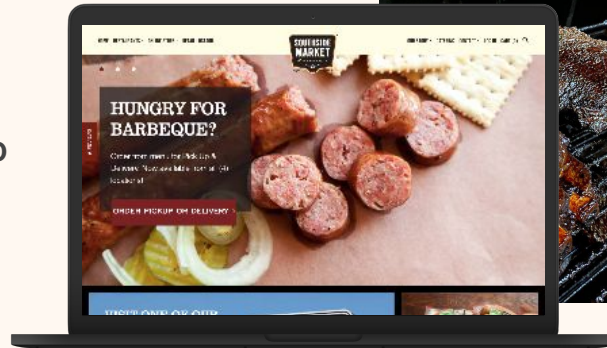
In 1882, William Moon started Southside Market, carrying meat into town by horse-drawn wagon and sold it door-to-door. In 1886, Moon opened his first brick and mortar, now continues as the small town butcher shop that sold BBQ in the back in many Texas locations.

Unique offerings

- Oldest BBQ in Texas
- Catering
- Recipes featured on website + online store
- Sports team/arena partnership

Followers Instagram **28,600** | Twitter **63,400**

Brand Palette



Hat Creek Burger Company



3210 Esperanza Crossing Suite 100, Austin, TX 78758

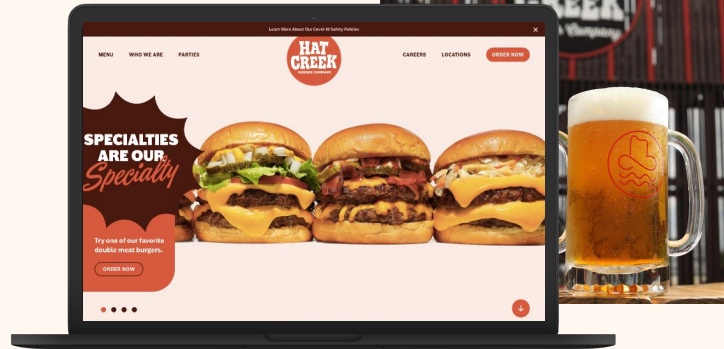
Hat Creek Burger Company was founded in Austin, Texas in 2008 as a food truck. Now with several locations, Hat Creek became known for their simple, delicious burgers and family atmosphere.

Unique offerings

- Family night on Tuesdays
- Signature sauce
- Pajama Parties
- Seasonal menu items

Followers Instagram **9,559** | Twitter **1,666**

Brand Palette



In this section—having now gained an understanding of neighborhood, audience, and competition—we deliver recommendations for activations or additional features to stand out from the masses.

Recommendations

Activations

Features

Activations

This shortlist of activations is informed by what the restaurant is capable of offering and what our audience is likely going to enjoy.

Trivia Tuesdays

On slower week nights, host trivia through third parties like Geeks Who Drink. Offer food certificate prizes to top 3 winners to get patrons coming back. Once a month, have it be kid's themed so the family can play.

Pint Night

Feature a local brewery once a week, along with house brews. Patrons can buy a pint glass and pay a reduced rate for refills thereafter. Afterward, they get to bring their pint glass home to add to their collection.

Movie Night

Host movie nights on special occasions like Valentine's Day or Halloween for a themed evening of fun. Offer food and drink specials to get patrons ordering throughout the film. Kid-friendly movies are always a plus!

Game Day

Offer unlimited wings for an hour when patrons buy in on game days. Patrons must have a minimum order of \$50 for unlimited wings.

Local Bakery

Support the neighborhood and partner with local bakeries to serve various sweets for dessert. Potential for cross-collaborations for limited edition treats that marry sweet and savory flavors!

Mario Kart Night

Kick it old school and allow patrons to show off their racing skills with Mario Kart on N64. Games can be played using a large projection screen so patrons can watch even if they don't participate.

Preferred Partners

Offer loyalty rewards to local businesses to encourage employees to stop by for lunch or choose us for catered events.

Lawn Game Olympics

Activate the outdoor space with lawn games like cornhole and giant Jenga. Games are available during all operating hours and once a month, a special lawn game tournament is held.

Live Music

Liven up the atmosphere with local music. Book bands that fit in with the vibe and speed of the crowd based on the night.

Features

To stand out from the masses, you need much more than great food. Providing a unique ambiance with quality details gives a level of polish to stand out from the competition.

Ambiance

- Instagrammable wall/mural
- Indoor/outdoor bar
- Custom neon signage
- Strung lights indoors/outdoors
- Organic textures and shapes
- Live music

Amenities/Features

- Outlets under booths
- Hooks under bar
- Lawn games
- Custom, eco-friendly to-go packaging
- Grass-fed and organic meat
- Genderless bathrooms
- Changing tables in all bathrooms
- Private seating nooks
- Kid play area
- Herman Miller Magis Spun Chairs
- A signature/iconic dish worth traveling for
- Projector for movie and game night

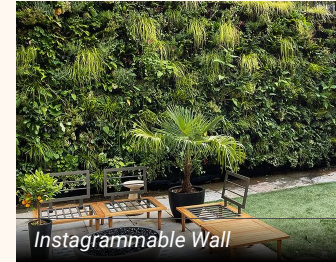
Additional built-in features allow for further interaction with the space and speak to the brand's values in relation to its consumers. We recommend these touches to firm the brand's identity and offerings, and help it stand out from the competition.



Hooks under bar



Magis Spun Chairs



Instagrammable Wall



Live Music



Lawn Games



Eco-friendly packaging

Our research culminates in this section, where we establish an initial visual and verbal brand direction.

Brand

Brand Voice

Messaging Pillars

Keywords

Initial Brand Direction

Brand Voice

Our restaurant occupies a unique space in the barbecue world with offerings that are sought after by many but still new to some. With that in mind, our brand voice is confident and knowledgeable to assure the mindful and environmentally conscious visitor, while educating those consumers who are less familiar with our concept.

We are transparent in our practices and genuine in the care that we give, while being lighthearted and certainly not afraid to have fun. We are not alienating, posh, or pandering because our discerning audience would see right through it. We're welcoming and inclusive not just of different dietary preferences, but of all the differences that our diverse audience brings to our tables.

Above all, our voice should stay friendly and welcoming, so as to calm the family looking for a stress-free atmosphere, encourage the habitual to try new things, and invite people from all walks of life to find community in this space.

We start from the top down, looking first at the voice of the brand to create an umbrella under which all outbound communication will fall. The voice considers audience, competition, and service offerings to establish tone and direction for messaging.



Initial Brand Direction

1

Location, Location, Location

Leverage the premium location in the heart of The Domain, and how this place is a reprieve from shopping and work or a destination for game day.

2

Craft Focused

Speak to the duality of the brewhouse/restaurant, making it a destination for foodies and appreciators of craft beer alike.

3

Family Friendly

Highlight how you can have the best of both worlds by being a boozy-but-family-friendly place for parents who want to socialize.

4

Sustainable

Call back to the ethos of responsibly and sustainably sourced food and exceptional vegetarian options for those who miss out on quality barbecue flavors.

5

Universal Appeal

Target local businesses and event spaces for partnerships and catering opportunities by speaking to the approachable menu that can be served en masse.

6

Iconic Design

Promote the ambience by speaking to the stylish interiors and beer garden with lawn games and indoor/outdoor bar.

Once we understand our voice, we can drill down further into messaging pillars, which serve as the foundation to guide any topics of communication.

Keywords

Lastly for verbal identity, we zoom in even closer to identify adjectives that describe the feeling of the brand and the restaurant space. These words can even be borrowed in subsequent copywriting to keep communication on-brand.

Refreshing

Mindful

Nostalgic

Unconventional

Quality

Memorable

Comfortable

Bright

Detailed

Hospitable

Carefree

Premier

Progressive

Communal

One-of-a-kind

Unpretentious

Lighthearted

Experiential

Identifier

Eclectic Farmhouse

Accents

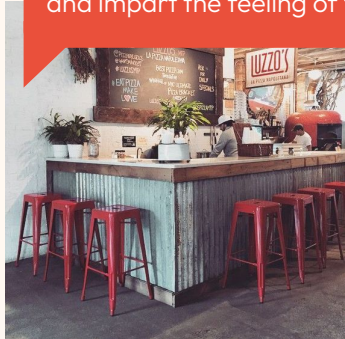
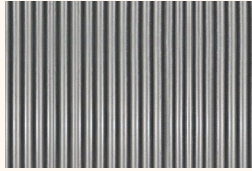


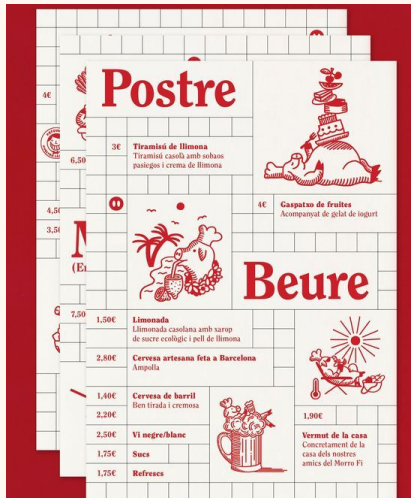
Neutrals



Possible color palette

Inspiration swipe to guide interior design and impart the feeling of the brand.



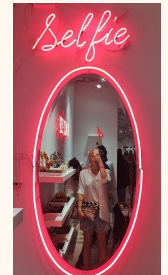
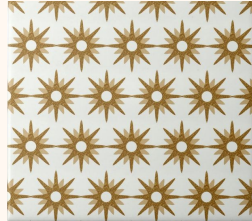
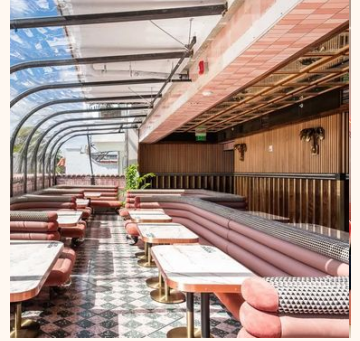
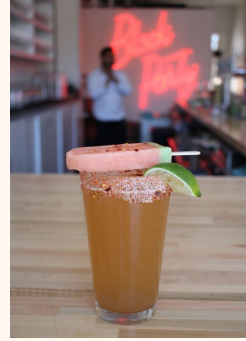


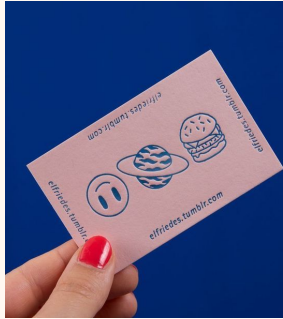
Fresh Retro

Accents



Neutrals





Eclectic Farmhouse



Fresh Retro



Like what you see? Reach out to see how we can help with your brand positioning.

Thank you!



beutlerink.com



[@beutlerink](https://twitter.com/beutlerink)



[beutlerink](https://facebook.com/beutlerink)