

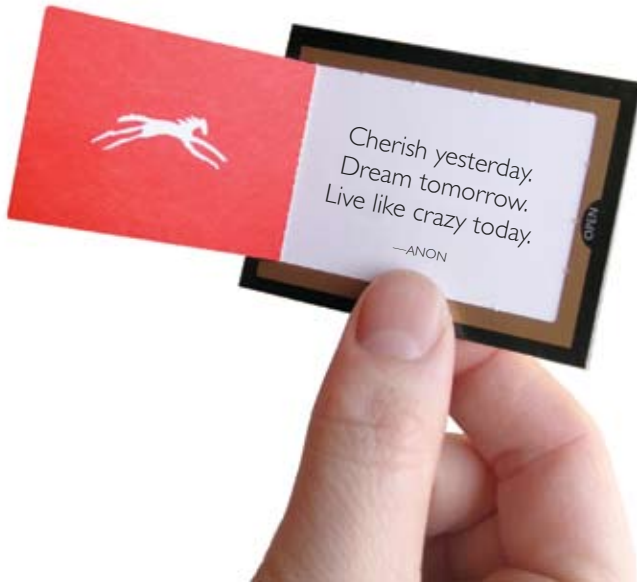


# CASE STUDY | **PALOMINO**

Compendium helps  
an upscale restaurant  
chain finish each meal  
in memorable style.



**COMPENDIUM™**  
INCORPORATED



**SITUATION:**

Owned and operated by Restaurants Unlimited, the Palomino is a growing, upscale bistro, with locations in 11 metropolitan areas. Palomino managers are creative. In 1996 they perceived that nearly all restaurants are deficient in the way they “finish” the dining experience for their customers. They challenged Compendium to design a memorable and meaningful way to thank every guest at the end of each meal.

# Palomino Restaurants

The “thank you” device that helped build a restaurant’s brand and reputation.

**SOLUTION:**

A traditional way for restaurants to say “thank you” is to include an after-dinner mint with the check—but mints are eaten and forgotten. Instead, Compendium used its proprietary Window Card format to create Palomino’s “Thoughts for Good Friends,”—a concept that virtually every Palomino guest would save, savor, share, and remember.

The outside of the card is an elegant rendering of the Palomino logo and a simple “Thank

You.” Sealed inside each card is an entertaining quotation that expresses the unique spirit and “brand vocabulary” of the Palomino restaurant. There are 90 different quotations in the series. Each customer at every table gets a different quote, and each quote is carefully selected to send the customer away with a laugh, a twinkle and a good feeling about their meal at Palomino.

Sample quotations:

*It’s the friends you can call at 4:00 A.M. that matter.*

—Marlene Dietrich

*Opportunity only knocks once, but temptation bangs on the door for years.*

—Frank Vizarrre

*If you really want to be happy, nobody can stop you.*

— Sister Mary Trickey

Palomino waiters deliver the cards to their customers with an upbeat message of sincere appreciation—making the most of every send-off.



*Pop-open Window Cards with inspiring quotations inside.*



## RESULTS

What started out as a simple experiment in the 1990's has now become a unique and treasured tradition for the customer, and a powerful goodwill and image device for Palomino. Regular customers truly look forward to receiving their "Thought For Good Friends," and they usually linger for a few minutes after dinner, enjoying their coffee while comparing and enjoying each other's quotes.

### Field Studies Indicate:

1. More than 20 million Palomino Window Cards have already been distributed.
2. More than 90 percent are saved as a keepsake of the evening (rather than being discarded).
3. The average guest shows his or her Palomino card to 2-3 friends, thereby becoming goodwill ambassadors for the restaurant. This delightful little chain reaction has created a steady stream of new customers for Palomino, thereby accelerating brand recognition and reputation.



Now approaching its 10th Anniversary, the Palomino Window Card promotion remains a significant portion of the annual advertising and promotional budget, with a fresh collection of 90 new quotations created each year. Beginning in 2004, the concept was expanded to seven additional restaurant chains owned and operated by Restaurants Unlimited.

*To find out more about Compendium's creative promotional capabilities, go to [www.work-inspired.com](http://www.work-inspired.com)*