



# BUILDING REVENUE FOR YOUR BUSINESS

## MARKET EVALUATION

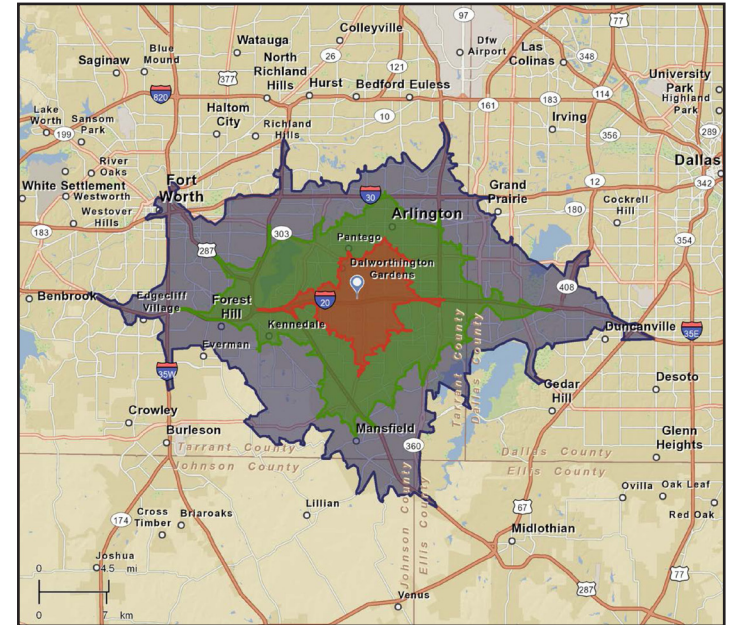
Find your center's best potential customers with enterprise quality market data and personalized secret shopping of your center and your competitors.

With several years and hundreds of centers on our side, a tailored Market Evaluation from Brand Champion can help you understand and embrace exactly who your customers are and what they want in an entertainment center.

With a detailed customer snapshot, your center will be uniquely equipped to deliver a tailored entertainment environment that people truly love and can't wait to visit again.

### A customized Market Evaluation can help your center:

- Determine all potential markets and consumer preferences
- Prioritize market-specific revenue opportunities
- Help to improve your packaging prospecting opportunities
- Understand service gaps in the marketplace
- Focus your SEO and Social Media efforts



## DELIVERABLES

- Market Data with Consumer Preference Breakdown
- Complete Demographic Profile
- Market Potential Report
- Secret Shopper Evaluation for Birthday and Group events
- SEO and Social Media Evaluation
- Comprehensive Recommendations on actions to improve your operation
- Two Hours of Consultation
- 2 - Bound Reports

## ADDITIONAL OPTIONS

- In-Market Evaluation / Secret Shopping
- Revenue Feasibility Report
- Assessment of Facility Attractions and Features

## ABOUT BRAND CHAMPION

Providing expertise for over a decade, Brand Champion offers programs and strategies that build revenue for all areas of the Entertainment Center industry. We bring clarity and tested tools to your operation with a network of problem solvers and content developers.

Market Research, Brand Development, Sales and Marketing Systems, Digital Solutions, Collateral and Marketing Management are key ways we serve you.