



## Building a Powerful Restaurant Brand

His presentation was probably the most important that we've seen at the Pizza Summit.

- Marla Topliff  
President, Rosati's Pizza

### Simple strategies for building a powerful restaurant brand

**Learn five simple steps the big guys use to grow their restaurants.** Gerry O'Brion is a nationally recognized speaker, author, and restaurant marketing expert who helps restaurants thrive regardless of their marketing budget.

Gerry was an executive for billion dollar restaurant brands like Quiznos and Red Robin. He distills that experience into strategies any restaurant can use. His presentation will help you develop an action plan to make your business stronger now and over the long term.

Gerry will have you look at your restaurant with a fresh perspective. You will reexamine how you are different from your competitors, and why that matters to your customers. The fun, thought-provoking dialogue will generate **real ideas you can use immediately**. The presentation is packed with information, strategies and case studies about restaurants that are doing it right.

### What You'll Get

- Five steps to attracting your ideal customers
- Why customers make purchase decisions
- The one thing that matters to all restaurants
- How to be different when you seem the same
- Driving more word of mouth marketing

### Who is this for?

This keynote is perfect for restaurant owners who want to attract more of their ideal customers, ignite their word-of-mouth referrals, and get their guests back more often.

## What people are saying...

**“I can’t even begin to tell you how valuable it was for me and my company – thank you for the motivating and USEFUL information!”**

- Sara O’Neil, North Star American Bistro & Catering

**“It provided us the direction we needed to grow and make money in our business. It cleared a path for us to know what to do.”**

- Allan Fanning, Owner, Southern Classic Fried Chicken

**“Something anyone could benefit from, regardless of how much experience you have. It’s great stuff.”**

- Sam Talkington, Owner, Podnuh’s Bar-B-Que

**“I’ve been in business for 19 years and now I’ve got some specific ideas to change my service to not just be at par, but above par.”**

- Shane Rodgers, Shane’s Seafood & BarBQ

## Gerry O’Brion



### Gerry O’Brion helps restaurants grow.

He is the Founder of What Big Brands Know® and the creator of The Restaurant Formula™, a program for attracting new, profitable customers to your restaurant. The Formula was created from the strategies used by the best, most successful restaurant concepts.



After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow businesses of all sizes. His strategies work in any restaurant regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, became VP of Marketing for Quiznos and then VP of Marketing for Red Robin Gourmet Burgers.

What Big Brands  
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