

Advertising Trends for Restaurants: From Sensory Marketing to the Use of Artificial Intelligence

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Abstract

No current gastronomic landscape, advertising for restaurants is rapidly evolving, driven by technological innovations and changes in consumer behavior. In an increasingly competitive market, it is essential for restaurant owners and managers to adopt strategies that attract new customers and optimize the service experience. As we address the main trends, it is interesting to consider the observations of researchers and experts who analyze these transformations. In Brazil, the restaurant sector is particularly affected by macroeconomic conditions, such as economic instability and high tax burdens, which directly impact profitability (Koteski, 2004; ABRASEL, 2020). Small and medium-sized restaurants, which represent a significant portion of the market, face additional challenges due to the lack of government support and limited access to credit (SEBRAE, 2020). These businesses must constantly adapt their pricing strategies to survive in a highly competitive business environment, where margins for error are minimal. Implementing systems that utilize artificial intelligence to adjust prices in real-time, based on market data and specific operational conditions, can provide a significant competitive advantage (Raab; Mayer; Shoemaker, 2019). The integration of advanced analytics and responsive pricing strategies not only helps in maintaining competitiveness but also in enhancing customer satisfaction by ensuring that pricing reflects the perceived value of the offerings. As these trends continue to develop, they underscore the importance of innovation and strategic adaptability in the restaurant industry.

Keywords: Sensory Marketing, Interactive Menus, Personalized Advertisements, Artificial Intelligence

Firstly, sensory marketing has gained prominence as a powerful attraction tool. According to author Joseph Pine in his book 'The Experience Economy,' well-designed sensory experiences can generate emotions that lead consumers to connect more deeply with the brand. Restaurants are leveraging the five senses to create pleasant and inviting environments. Carefully chosen aromas, for example, can trigger memories and stimulate appetite, making the dining experience unforgettable. Another innovation gaining traction is the use of interactive menus. According to research conducted by Bustillos et al. (2021), digital menus have the potential to increase sales by up to 30% by presenting items in a visually appealing way and allowing customers to access detailed information about the dishes. This interactivity not only facilitates choice but also provides more efficient service, as it is possible to integrate these systems that communicate directly with the kitchen, optimizing service.

Personalization is also becoming an essential pillar of advertising for restaurants. Journalist and digital marketing expert Ann Handley emphasizes that consumers are attracted to offers that meet their specific needs. Restaurants that use purchase and behavioral data to create personalized advertisements can stand

out in the competition. For example, a simple targeted promotion via email based on previous customer preferences can significantly increase return rates. Immersive experiences are establishing themselves as an innovative way to capture the audience's attention. With the growing popularity of themed dinners and interactive events, consumers are seeking experiences that go beyond just a meal. As Gilmore and Pine state in "The Experience Economy," by providing immersive experiences, restaurants not only sell food but offer a narrative and emotional engagement that makes customers want to return.

The influence of social media cannot be underestimated. With platforms like Instagram and TikTok allowing customers to share their experiences, a visually appealing dish can quickly go viral. The importance of images on social media is emphasized by Mari Smith, a digital marketing expert, who states that visual content is shared 94% more than other types of content. Restaurants that invest in their social media presence and collaborate with local influencers can expand their reach and create a loyal community around the brand."

Figure 1: Uma ilustração digital visualmente envolvente de marketing



Source: Artificial Intelligence

The integration of artificial intelligence in restaurant advertising is also on the rise. Studies indicate that AI technologies can analyze large volumes of data to predict trends, providing valuable insights into what consumers want. As technology experts Alok Gupta and Hema Yadav state in their research, this predictive analysis can help restaurants optimize their menus and operations, ensuring that they are always aligned with customer expectations.

Price management in small and medium-sized restaurants is one of the most critical aspects of ensuring competitiveness and sustainability in today's market. Fluctuations in input costs, variability in demand, and pressure to offer competitive prices make pricing a constant challenge (Zbaracki et al., 2004). The integration of physical and digital channels (Omnichannel) has become an emerging strategy in many countries (Saghiri et al., 2017). The ability to effectively manage multiple sales and communication

channels, while challenging, represents an opportunity to innovate and enhance the customer experience (Pantano and Viassone, 2019).

The main components of Inbound Marketing highlighted in the image include:

Figure 2: Diagrama visual sobre Inbound Marketing



- **Blogging:** Creation of educational and informative content to attract visitors and generate leads.
- **Landing Pages:** Optimized pages for conversion, encouraging actions such as filling out forms.
- **SEO (Search Engine Optimization):** Techniques to improve a website's ranking in search engines.
- **Email Marketing:** Direct and personalized communication with customers for lead nurturing.
- **Analytics:** Monitoring and analysis of campaign performance for continuous optimization.
- **Social Media:** Use of social networks for engagement and content sharing.
- **Web Pages:** Development of structured websites to enhance user experience.
- **CRM (Customer Relationship Management):** Management of customer relationships to improve personalization and loyalty.

One of the main benefits is the optimization of processes and the consequent reduction of costs. Management tools allow for precise inventory control, avoiding waste and losses, and also assist in financial management by facilitating the tracking of revenues and expenses (Kimes, 2011). Technology also plays an important role in improving customer service and the overall customer experience. Online ordering systems and digital menus expedite the service process, while loyalty programs and digital marketing tools strengthen relationships with customers (Kim and Moon, 2018). Furthermore, task automation and system integration provided by technology result in increased efficiency and productivity in small restaurants. As a result, it is possible to optimize team time, reduce errors, and ensure a more agile workflow (Gursoy et al., 2014).

Last but not least, sustainability emerges as a priority for many consumers. Nielsen's research highlights that 73% of consumers are willing to change their consumption habits for the benefit of the environment. Restaurants that adopt sustainable practices not only attract this conscious base of customers but also have

the opportunity to stand out in the market. Being transparent about sourcing ingredients and ecological practices can become a strong competitive differentiator.

In some studies, service is compared with customer value, but services and goods do not have value in themselves (Klaus 2014, 2). The same applies to value as it does to experience: companies cannot create value for customers; they can only provide the settings and facilities for a service experience or value. Value is seen more as a trade-off between quality and price or benefit and cost (Räikkönen 2014, 71–75). There are many ways to define value. Raija Kompula has identified three stages of value: expected value, perceived value, and experienced value (Figure 7). Expected value refers to the needs, goals, and purposes of the customer. It highlights the tourist’s motivation to travel to a destination. Perceived value is everything that the customer.

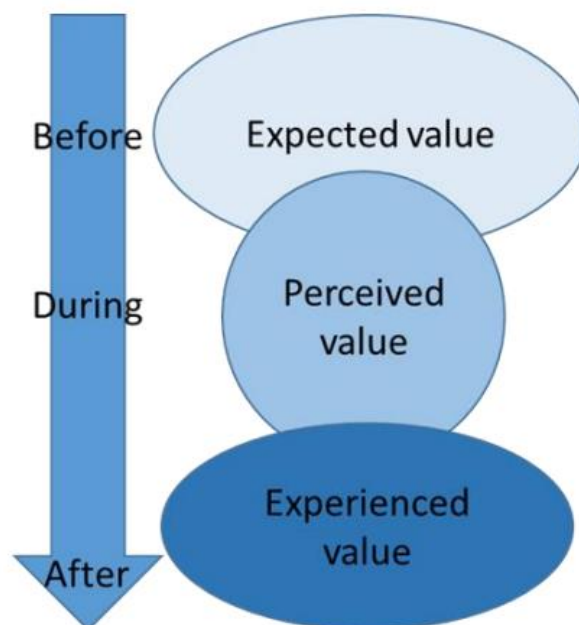


Figure 3: Three stages of value (Kompula 2015.)

Coca-Cola is one of the most recognized soft drink brands globally and has always been at the forefront of marketing innovations (Kaplan & Haenlein, 2019). In recent years, the company has begun to use artificial intelligence to optimize its advertising campaigns and enhance the consumer experience.

Personalization of Ads : Coca-Cola utilized AI algorithms to analyze consumer data on social media and digital platforms. This helped in more effectively segmenting the audience, allowing for the creation of personalized ads based on consumer preferences and behaviors (Kumar & Singh, 2021).

Content Creation : In specific campaigns, Coca-Cola used AI tools to generate creative content. For example, in its Christmas campaign, the company employed AI to create interactive advertising videos that showcased customization options for bottles, allowing consumers to choose special messages for friends and family (Chaffey, 2020).

Sentiment Analysis : AI was employed to monitor brand mentions and analyze sentiment surrounding its advertising campaigns on social media. This allowed Coca-Cola to quickly adjust its marketing strategy based on consumer feedback (Liu & Li, 2022).

Results

Increased Engagement : The personalized campaigns resulted in higher engagement on social media, with significantly higher click-through rates (CTR) compared to previous campaigns that did not utilize AI (Davenport & Ronanki, 2018).

Improvement in Customer Experience : The innovative interaction in campaigns, such as bottle personalization, reinforced consumers' emotional connection with the brand, resulting in increased sales during the holiday season (Chatterjee & Kar, 2022).

ROI Optimization : The use of AI to monitor and adjust campaigns in real time led to higher return on investment (ROI), allowing the company to better allocate its marketing resources (Kaplan & Haenlein, 2019).

In conclusion, the future of advertising for restaurants is directly linked to innovation and the ability to understand and meet consumer needs. By implementing strategies such as sensory marketing, interactive menus, personalized ads, and the use of artificial intelligence, restaurants can not only attract new customers but also enhance the overall experience. With the implementation of immersive experiences, restaurant owners will be better prepared to create an engaging and innovative environment. By keeping up to date with these trends, restaurant owners will have a greater chance of thriving in a challenging and ever-evolving business environment.

These trends represent not only changes in marketing strategies but also an honest transformation in the way restaurants connect with their customers. With a consumer experience-centered approach and a focus on innovation, the restaurant sector can not only survive but also thrive in an increasingly dynamic and diverse market. Adopting these practices will allow restaurants to stand out, offering not only meals but also memorable experiences that build customer loyalty and attract new audiences.

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