

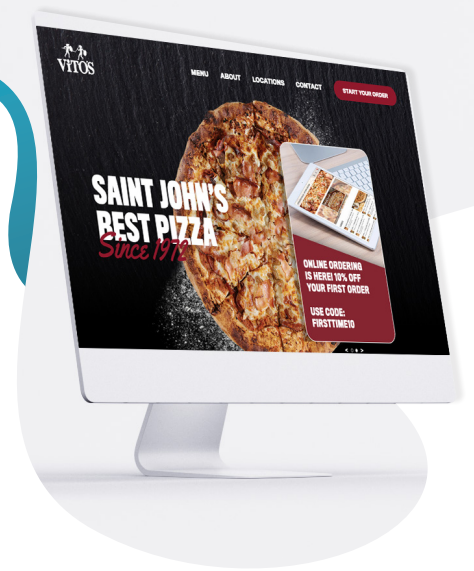
WE'RE FOCUSED ON RESULTS.



OVERVIEW

How do you help a restaurant that's been around for nearly 50 years to adapt to their consumer's evolving tastes? Over the last ten years, we have helped Vito's with countless marketing campaigns, menu designs, online ordering through the website as well as a mobile app, and ongoing social media marketing.

ICS has brought online sales from \$0 to over \$1,000,000.



\$1 million
IN ONLINE SALES AND GROWING

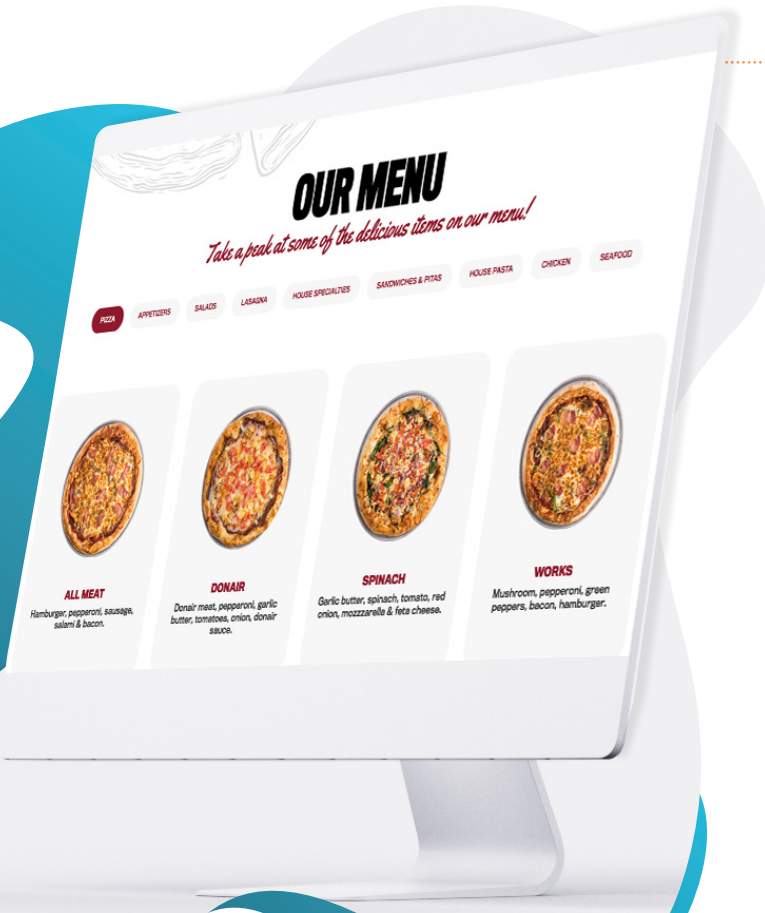


+40k
BUILT AND DEFINED AUDIENCE GROWTH

BACKGROUND

A local staple to New Brunswick with four locations, three of which are in Saint John, Vito's has become a household name because of their family recipes. Specializing in pizza, pasta, and salads Vito's is a taste to come home to.

Vito's is a perfect example of a restaurant with proven success that needed to adapt in order to keep their market share. Vito's originally came to ICS in 2010 looking to upgrade their website. Since then we have not only created multiple websites but we have become extended family. Creating anything from menu design, vehicle wraps, billboards, social media posts or videos—we have had a hand in all of Vito's advertising and marketing.



“We have been fortunate enough to work with ICS for the last 10 years with all of our marketing and advertising. They have not only created great campaigns but they have created tangible results that we can attribute to their work. We highly recommend ICS and do so regularly.”

—**Big George Georgoudis**
Owner, Vito's Restaurant

THE PROBLEM

Despite Vito's focus on local ingredients that are made fresh to order, they were still seeing profits decline due to large big box franchises coming into the local economy. We advised Vito's that making the move to sell online is something they had to do in order to stay competitive. The Vito's team has always believed in being a trendsetter and, with our guidance, were one of the first local restaurants to sell online in Saint John, New Brunswick.

With a great product in place, Vito's leaned on us to get the message out to the masses. With the help of creative campaigns—using social media, email marketing and traditional outlets like billboards and radio—Vito's has seen a steady increase in business while related businesses are seeing a decline.

OUR SOLUTION

We were asked to evaluate Vito's website as a starting point and, although it was 2010, we felt that building a website that was mobile friendly should be the focus. After proving ourselves with customer service, we never stopped building on the Vito's brand.

Paired with a digital marketing strategy, we have helped the company generate over 1 million dollars in online sales. Additionally, ICS created a social media presence and email marketing list of over 40,000 potential customers.

Today ICS works closely with ownership on the company's digital strategy. We're constantly evolving and upgrading their digital assets and campaigns to keep Vito's in our audience's mind when dinner time comes around.



Website Development



Branding + Design



Digital Advertising



Online Ordering

HOW CAN WE HELP GROW YOUR BUSINESS?



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