2145 The Outsourcing Trap

Product Fieldbook · https://kb.jeffreysummers.com/docs/2145-the-outsourcing-trap-2/

The Demand

This week, lay every brand touchpoint Guests actually see side by side — your menu, your social feed, your signage, your promotional materials — the way the East Coast seafood operator did with his four vendors. Look for whether it reads as one restaurant with one voice or as fragments produced by people who have never eaten your food or talked to your Guests. Name the one vendor-produced piece most out of step with the rest, and bring its voice back in-house this week.

The Work

Every outside vendor currently producing a Guest-facing brand touchpoint (social, menu design, signage, photography, other):

Laying the touchpoints side by side — do they sound like the same restaurant, yes or no:

The touchpoint most out of step with the others:

What that vendor knows about your actual Guests and your food, honestly:

Your unifying voice and standard, if you had to write it in one paragraph today — does it exist, or would you be writing it for the first time:

The cost, in dollars and coherence, of continuing to outsource this identity versus pulling it in-house:

The one brand expression you will bring in-house or bring under a single defined standard this week: