

Carving a Niche in Fine Dining



FACÓN
BRAZILIAN STEAKHOUSE

Project Overview

Client: Facón Brazilian Steakhouse

Objective: To establish Facón as a premier destination in Vintage Park by creating a strong brand identity and an engaging dining experience, ultimately driving customer traffic and achieving a profitable business sale.



Introduction

Facón Brazilian Steakhouse, the first venture of its owner, was strategically positioned to introduce an unparalleled fine dining experience to an area devoid of Brazilian steakhouses within a 20-mile radius. With the ambition to stand out in a competitive marketplace, Facón sought not just to launch a restaurant but to cultivate an exceptional brand and dining ambiance that would captivate and draw customers. The task was entrusted to SBC, which aimed to design an identity that would perfectly encapsulate Facón's exceptional culinary offerings and upscale ambiance, making it a distinguished destination.

Strategy and Implementation

Comprehensive Brand Development: SBC undertook the development of every facet of Facón's brand, from a modern logo that reflects the restaurant's sophisticated essence to the creation of a website, social media accounts, signage, menus, interior design, and staff uniforms. This cohesive branding approach was aimed at defining Facón's unique positioning in the market.

Grand Opening Promotion: A teaser website and outdoor banners were deployed to generate buzz and intrigue about the new dining experience. With a short lead time of four weeks, SBC orchestrated a series of grand opening events that attracted numerous guests, including corporate executives, establishing Facón's footprint in the community.

Marketing and Social Engagement: RBB leveraged targeted marketing strategies and social media campaigns to amplify brand awareness and engagement, significantly increasing Facón's visibility and appeal in the digital sphere.

Garnered **16,000 visits** to the website in the first month, showcasing strong interest and engagement from potential customers.

Achieved an average of **1,000 reservations per week** during the first year, a testament to the restaurant's immediate popularity.

Boosted social media **engagement by 47%**, growing a community of over **10,000 followers** and enhancing brand visibility.

Increased brand awareness by **21.37%**, solidifying Facón's presence in the competitive dining landscape.

Generated **\$3 million in revenue in the first year**, capturing 40% of the marketplace, far exceeding initial expectations.

Accomplished the owner's ultimate goal of establishing Facón as a **successful and profitable venture**, culminating in its sale.

Facón Brazilian Steakhouse's journey from a strategic concept to becoming one of the busiest and most celebrated restaurants in Vintage Park is a remarkable testament to the power of strategic branding and marketing. SBC's comprehensive approach in crafting a unique brand identity and memorable dining experience helped Facón not only to distinguish itself in a crowded market but also to achieve impressive financial success. The synthesis of modern branding, effective marketing strategies, and an unparalleled dining offering positioned Facón as a beacon of fine dining, ultimately fulfilling the owner's vision of creating a profitable and beloved establishment.





Social Media Marketing Overview



Impressions: 180,104

Profile Likes: 2,100

New Fans: 273

Engagement: 47%





JOIN US FOR OUR
GRAND OPENING EVENT!

MARCH 26 | 6 PM - 12 AM

FACON
BRAZILIAN STEAKHOUSE

FACON BRAZILIAN STEAKHOUSE INVITES YOU TO OUR
GRAND OPENING EVENT!

PURCHASE YOUR TICKET FOR \$50 AND ENJOY A
THREE-COURSE PRIX FIXE MEAL FEATURING A VARIETY
OF BRAZILIAN MEATS, AN APPETIZER FROM OUR TAPAS
MENU AND YOUR CHOICE OF DESSERT!

126 VINTAGE PARK BLVD.
SUITE #H
HOUSTON, TX 77070
281.257.6100

FACON
BRAZILIAN STEAKHOUSE

PURCHASE YOUR
TICKETS AT
FACONHOUSTON.COM

FACON
BRAZILIAN STEAKHOUSE

ENJOY THE WEEKEND
BRAZILIAN STYLE!

THIS FRIDAY
JOIN US FOR DINNER & ALSO ENJOY HALF-OFF
TAPAS & DRINKS! 4-8PM

SATURDAY
Façon provides the perfect ambiance for first dates, anniversaries
or a special night out. This Saturday, enjoy half-off your first
bottle of wine. 6-11pm. By reservation only.

SUNDAY BRUNCH + DINNER
Don't forget, from 11am - 3pm join us for Sunday Brunch featuring
(1) unlimited Brazilian meats, and (2) unlimited
salad bar and egg options and for only \$48.
We also have \$5 mimosa carafes.
Have dinner with us on Sunday nights and enjoy Bottomless
Caipirinhas for only \$16 with your purchase of unlimited
Brazilian prime meats dinner from 5-9pm.
By reservation only.

FACON
BRAZILIAN STEAKHOUSE

MAKE YOUR RESERVATIONS AT FACONHOUSTON.COM

OR CALL 281.257.6100

Email Marketing Overview

The standard open and click rate
for restaurant brands based on
industry benchmarks:

Open Rate: Around 18.5%

Click-Through Rate (CTR): Around 2.0%



The average rates for
Façon are:

Open Rate: 37%

Click Rate: 10.1%

Website Traffic Overview

The primary source for this restaurant's web traffic came from social ads. The goal was to increase website reservations each week.



Visits: 16,000 First Month

Reservations: 1,000 per Week





FACON TAPAS	
*AVAILABLE IN THE LOUNGE OR AS APPETIZERS IN MAIN DINING ROOM	
6X-TAIL RAVIOLI WONTON WRAPPED IN SAUCE OF PESTO AND OYSTER MUSHROOMS	2 PRIME BEEF SLIDER BURGERS FRIZZLED ONIONS, BLUE CHEESE, BRIOCHE, SEA SALT FRIES
TUNA & SALMON ROU TARTARE AVOCADO, PEA SHOOTS, SAKI, SOY, GINGER	CHARCUTERIE BOARD IMPORTED AND DOMESTIC CHEESES WITH CURED SALAMERIA
EDGE BEEF CARPACCIO OLIVE OIL, AGED BALSAMIC, SERVED ON SALT BLOCK	BEARWALK, CONE, CACAHUITS AND PECANS CANE SUGAR COATED, SERVED WARM
UNITED CABBAGE CHERRY PEPPERS, SEA SALT, ARUGULA, MARINARA SAUCE	CHICKEN AND CHEDDAR CHEESE WAFFLE VANILLA, ROSEMARY INFUSED SYRUP
FILET MIGNON CROSTINI WITH TOMATO, AVOCADO AND HORSE RADISH MAYONNAISE	DECONSTRUCTED SPINACH RICE BOWL SNAPPER, STEAMED RICE, SEAWEED SALAD, SOY
LAMB FLATBREAD SPINACH, FETA, PIGNOLI NUT PESTO, SUN DRIED TOMATOES	BEEF TACOS BY ALLIGATOR TAIL PICCO, CABBAGE, CILANTRO OIL, LIME CREAM
CHICKEN EMPANADAS CHIMICHURRI SAUCE, SOUR CREAM AND SPICY SALSA	BEEF BONE MARROW CARROT, CELERY AND PEARL ONION MARMALADE CROSTINI



Loyalty Program Enrollment Overview



Initial Enrollment in 90 days: 425

Enrollment in 180 days: 1050

Increase in spend from enrolled members: 28%