MomentFeed Index:
Restaurant Instagram Report
Q1 2013

momentfeed

Overview

Instagram has quickly become one of the most popular social tools for consumers. With 100 million monthly active users taking 40 million photos per day as of February 2013, the "fast, beautiful and fun way to share your life with friends through a series of pictures" has created a way for anyone to create visual content about their experiences and share their moments
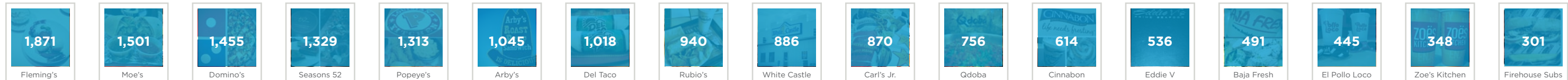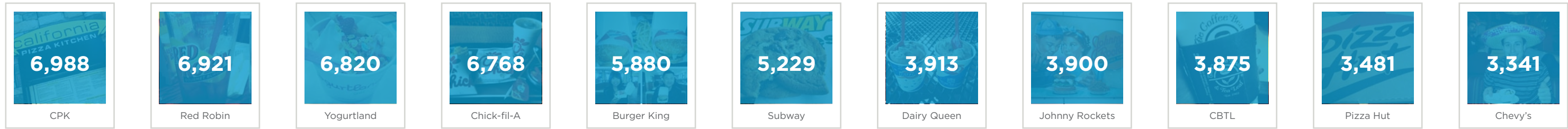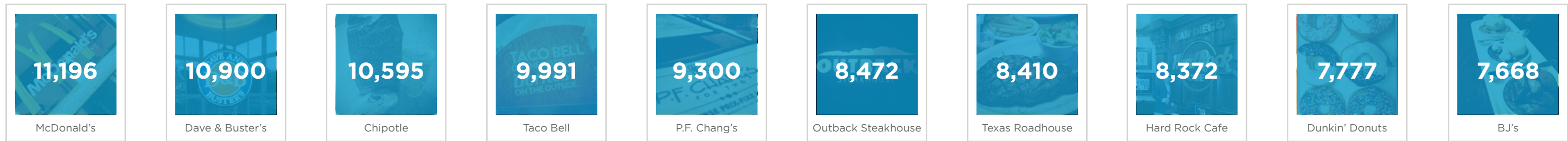
For brands, Instagram represents a new marketing channel in a number of ways. In addition to taking photos themselves, brands can leverage content created by customers and fans by for example sharing customer photos across other channels like Facebook to reach additional fans. The comment features also enable direct communication with customers.

For restaurant brands specifically, the visual storytelling that Instagram enables represents a tremendous opportunity in 2013 and beyond as customers capture their experiences in real time and share them with the world through the Instagram app. Several restaurants are off to a great start, and this report takes a closer look at these brands.

Based on data captured by the MomentFeed marketing platform for 63 top restaurant brands, the report breaks down Instagram performance in terms of total number of photos, average number of photos per location, and photos as a percentage of check-ins. The report only counts Instagram photos that have been explicitly tagged to a restaurant's location between January 1 and March 31, 2012.

Total Number of Instagram Photos

The total number of Instagram photos taken across locations for each restaurant brand provides an overview of how attractive consumers find these brands and their experiences with the brands for photo taking. These totals include place-tagged photos (photos tagged to a specific location of each brand).

107,454 Starbucks	**22,998** Cheesecake Factory	**22,482** Applebee's

21,430 Hooters	**20,437** Chili's	**17,343** In-n-Out	**17,041** Olive Garden	**15,056** Buffalo Wild Wings	**14,433** Denny's	**12,964** Panera Bread	**12,910** Red Lobster	**12,630** TGI Friday's
11,196 McDonald's	**10,900** Dave & Buster's	**10,595** Chipotle	**9,991** Taco Bell	**9,300** P.F. Chang's	**8,472** Outback Steakhouse	**8,410** Texas Roadhouse	**8,372** Hard Rock Cafe	**7,777** Dunkin' Donuts / **7,668** BJ's
6,988 CPK	**6,921** Red Robin	**6,820** Yogurtland	**6,768** Chick-fil-A	**5,880** Burger King	**5,229** Subway	**3,913** Dairy Queen	**3,900** Johnny Rockets	**3,875** CBTL / **3,481** Pizza Hut / **3,341** Chevy's
3,237 Jamba Juice	**3,087** Wingstop	**2,968** Wendy's	**2,727** Jack in the Box	**2,716** Famous Dave's	**2,513** Fox & Hound	**2,488** KFC	**2,449** Five Guys	**2,220** Sonic Drive-In / **2,168** Bonefish Grill / **2,130** Macaroni Grill / **2,126** Islands / **2,062** Capital Grille
1,871 Fleming's	**1,501** Moe's	**1,455** Domino's	**1,329** Seasons 52	**1,313** Popeye's	**1,045** Arby's	**1,018** Del Taco	**940** Rubio's	**886** White Castle / **870** Carl's Jr. / **756** Qdoba / **614** Cinnabon / **536** Eddie V / **491** Baja Fresh / **445** El Pollo Loco / **348** Zoe's Kitchen / **301** Firehouse Subs

Average Number of Instagram Photos Per Location

Given the significant difference in number of locations among the restaurant brands – some with less than a hundred and others with thousands of locations – averaging the total number of Instagram photos across each brand's locations allows for a more direct comparison between the restaurants.

184.75 Dave & Buster's	155.03 Hard Rock Cafe	122.98 The Cheesecake Factory

108 BJ's	64.23 In-N-Out	57.78 Seasons 52	48.70 Eddie V	46.27 PF CHang's	46.27 Capital Grille	43.87 Hooters	40.11 Islands	37.68 Yogurtland

29.49 California Pizza Kitchen	24.21 Fleming's Steakhouse	24.21 Chevy's	22.47 Red Robin	21.89 The Coffee Bean & Tea Leaf	21.85 Olive Garden	21.21 Buffalo Wild Wings	21.12 TGI Fridays	21.08 Texas Roadhouse	19.94 Fox & Hound

18.36 Red Lobster	16.62 Chili's	14.46 Bonefish Grill	14.37 Famous Dave's	12.19 Johnny Rockets	11.13 Applebee's	10.82 Chipotle	10.82 Outback Steakhouse	10.01 Starbucks	9.37 Denny's	9.07 Panera Bread

7.86 Romano's Macaroni Grill	6.96 Jamba Juice	5.90 Wingstop	5.22 Chik-fil-A	5.20 Zoe's Kitchen	4.77 Rubio's	4.62 Five Guys	3.52 Moe's Southwest Grill	2.21 White Castle	1.76 Del Taco	1.60 Taco Bell	1.44 Baja Fresh	1.38 McDonald's

1.35 Qdoba	1.27 Cinnabon	1.26 Dunkin Donuts	1.02 El Pollo Loco	0.80 Dairy Queen	0.80 Carl's Jr.	0.77 Popeye's Chicken	0.71 Burger King	0.69 Jack in the Box	0.69 Firehouse Subs	0.67 Sonic Drive-in	0.57 Subway	0.56 Pizza Hut	0.53 Wendy's	0.33 KFC	0.30 Domino's	0.17 Arby's

Instagram Photos as a Percentage of Check-Ins

MomentFeed has identified a strong correlation (0.90) between check-ins and sales, which makes check-ins a fair representation of foot traffic across locations. A closer look at Instagram photos as a percentage of check-ins (Facebook and Foursquare check-ins combined) therefore gives an idea of how many of a restaurant's customers takes photos when they visit.

In-N-Out Burger **26.52%**	Eddie V's Prime Seafood **24.25%**	BJ's Restaurant & Brewhouse **19.97%**

Yogurtland **17.76%**	Hard Rock Cafe **15.62%**	Chevys Fresh Mex **15.61%**	Fleming's **15.50%**	Cinnabon **13.19%**	Hooters **12.25%**	Islands Fine Burgers & Drinks **11.97%**	The Coffee Bean & Tea Leaf **11.78%**	Johnny Rockets **11.38%**
The Capital Grille **11.32%**	Dave and Busters **11.02%**	Seasons 52 **9.01%**	California Pizza Kitchen **8.87%**	The Cheesecake Factory **7.74%**	Texas Roadhouse **6.38%**	Denny's **6.32%**	P.F. Chang's **6.26%**	Jamba Juice **5.76%**	Chili's **5.62%**
Macaroni Grill **5.40%**	Wing Stop **5.34%**	T.G.I. Fridays **5.32%**	Domino's **5.25%**	Red Robin **5.03%**	Red Lobster **4.86%**	Rubio's **4.50%**	Fox and Hound **4.48%**	Famous Dave's **4.32%**	Bonefish Grill **4.05%**	Applebee's **4.02%**
White Castle **3.76%**	Chipotle **3.70%**	Olive Garden **3.65**	Buffalo Wild Wings **3.62%**	Panera **3.62%**	Starbucks **3.61%**	Del Taco **3.53%**	Outback Steakhouse **3.53%**	Zoës Kitchen **3.50%**	Taco Bell **3.46%**	Baja Fresh **3.28%**	Five Guys **3.27%**	Chick-fil-A **3.18%**
DQ **2.98%**	Carl's Jr. **2.71%**	Pizza Hut **2.69%**	KFC **2.49%**	Subway **2.39%**	McDonald's **2.24%**	Burger King **2.20%**	Pollo Loco **2.04%**	Moe's Southwest Grill **2.02%**	Firehouse Subs **1.94%**	Popeyes **1.45%**	Jack in the Box **1.44%**	Wendy's **1.43%**	Sonic **1.38%**	Qdoba **1.35%**	Dunkin' Donuts **1.30%**	Arby's **0.54%**

The Winners

In a tight contest, The Cheesecake Factory came out as the overall winner, doing especially well in terms of total photos (2nd place) and average number of photos per location (3rd place). However, they only ended up in 17th place in the final category, photos as a percentage of check-ins, suggesting that a smaller portion of their customers actually take and share photos at their restaurants.

Starbucks naturally won in terms of just total photos, but The Coffee Bean & Tea Leaf did significantly better both in terms of average photos per location (2X) and photos as a percentage of check-ins (3X).

Dave & Buster's had the highest average of photos per location in the quarter while In-N-Out won in photos as a percentage of check-ins. BJs and Hard Rock Café also did well overall.

How to Maximize the Instagram Opportunity

Customers Sharing Their Photos
Having customers take Instagram photos at restaurants (or at any other brick-and-mortar brand's locations) is valuable for more than one reason. First, these photos are typically shared with all the customer's friends, often across multiple channels like Facebook and Twitter in addition to Instagram itself, which can create a significant number of impressions.

Brands Sharing Customer Photos
The other part of the value is unlocked when brands take actions on these photos. Recognizing that Instagram photos from customers can be highly compelling for others to see as well, brands can share these photos to the rest of their fans across other channels like their local Facebook pages. That way they are sharing authentic, locally relevant content on which they can generate additional earned media when other fans like and share that content.

**Brands Connecting Directly with Customers**
An Instagram photo tagged to a restaurant's location also creates a starting point for the brand to connect directly with a customer. So in addition to sharing a great photo on Facebook, the brand can also thank the customer for the photo by commenting on it, which customers find highly rewarding.

Encouraging and Incentivizing Engagement
By engaging with customers and the content they create via Instagram, brands are providing positive reinforcement and can create a virtuous cycle of customer-generated content and engagement. Beyond that, brands can incentivize photo-taking by running Instagram contests or other promotions to reward customers for taking the overall best photos, specific photos, or frequent photos.

How Instagram Place-Tagging Works

Tagging a photo to a location via Instagram is a simple action for customers using the app. It happens in the step before the photo is shared. Here's how it works:
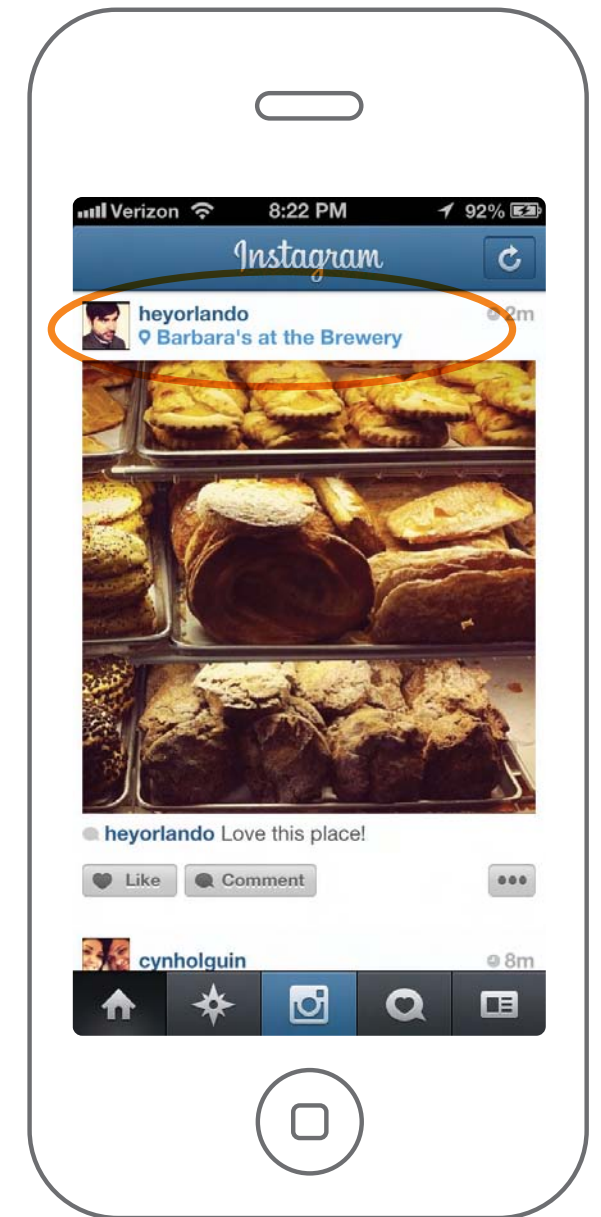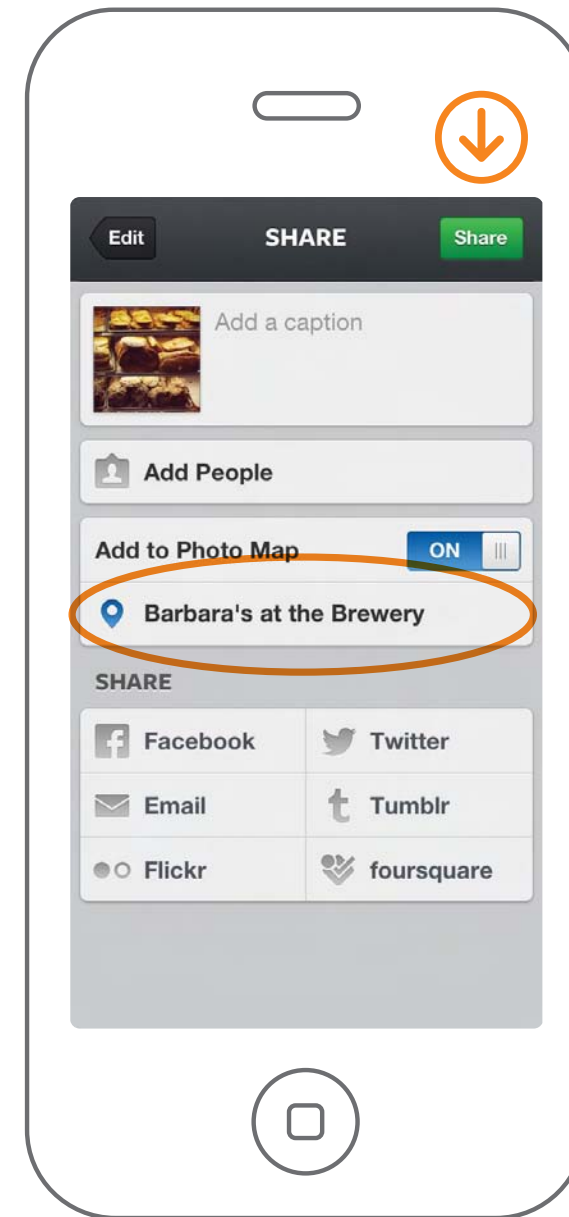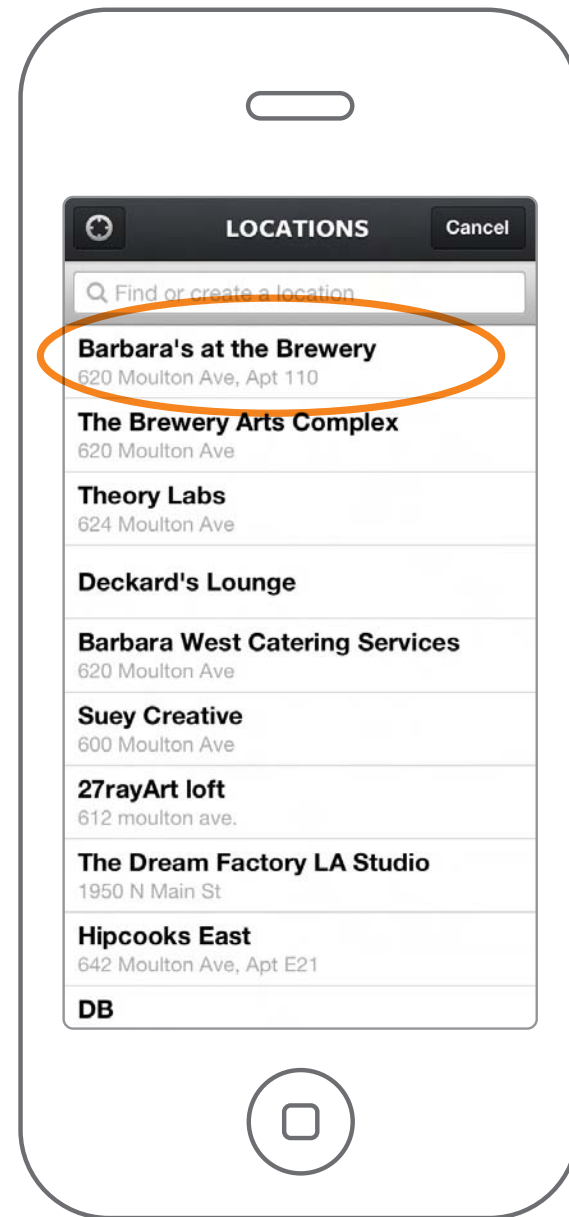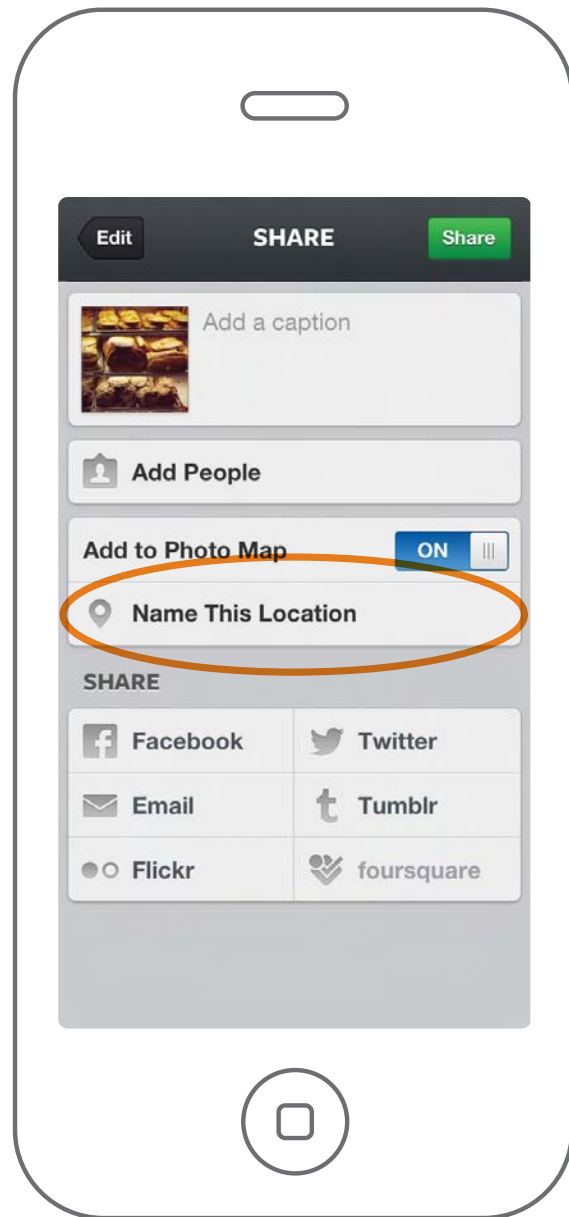
About MomentFeed

MomentFeed is a marketing platform that empowers global brands to meet their customers in key moments – when consumers can be most influenced. Delivering authentic, locally relevant messages in these moments maximizes impact. The explosion of social media and mobile has made this both possible and necessary. For this purpose, MomentFeed provides an integrated solution to manage Facebook, Foursquare, Google, Instagram, and Twitter at the local level, on a global scale.

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For more information, visit: **www.momentfeed.com.**

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Joergen Aaboe
Director of Marketing
MomentFeed
310-853-2840
joergen@momentfeed.com