



PPG Paints Arena

MASTER RENOVATION CASE STUDY

IMMERSE

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We are a boutique consulting firm, backed by decades of expertise and unparalleled resources. Our team of seasoned, subject matter experts are the best in the business and share a mutual interest in “fan first”. From our inhouse data scientists to exceptional operators to marketing gurus, we are **passionate**, we are **nimble**, we are **dedicated**, and ultimately, **we win when you win.**

The Path



DEFINE + DISCOVER



SOLVE



DESIGN + DEVELOP



ACTIVATE



Opportunities



Expand distribution in key categories



Reconceptualize under utilized spaces



Balance key concept clusters



Minimize high-touch interactions

Goals



Increase adult beverage availability and variety



Enhance premium spaces and create destination socialization areas



Optimize POS by determining core concepts that drive consumer participation



Utilize technology and new service styles to create a safer and better guest experience



Hall of Favs

Premium Items at Hall of Favs have improved the F&B location on the upper concourse

Main meals (+39%) is driving per cap with strong performances from Burger (+26%), Chicken Tenders (+0.15 per cap), and French Fries (+132%)

PER CAP
+16%

AVG. CHECK
+8%

TRANSACTIONS PER PERSON
+12%

AWARDED
"BEST NEW CONCEPT
IN FOOD & DRINK"
VenuesNow
2021



Pittsburgh Classics

Increasing Transactions
and Driving Per Cap

PER CAP
+149%

TRANSACTIONS PER PERSON
+101%

AVERAGE CHECK
+31%



Drink MKT

Implementing Drink MKT for previously underutilized locations drives fan spend

Top brands at Drink MKT are premium packaged beer, representing 60% of per cap

PER CAP
+232-393%



Get Go

Alcohol growth (+112%) driven by premium packaged beer (+232%) driving overall stand growth

PER CAP
+4%

AVG. CHECK
+12%



Bet Rivers Bar

Converting berr to liquor has made the Bet Rivers Bar the #1 Concessions Bar

The introduction of liquor is worth over 50% of last year's Per Cap and is driving the 34% increase in alcohol

PER CAP
+34%

AVERAGE CHECK
+40%

VOICE OF THE FAN

GUEST SATISFACTION

SCORES

 **7%**

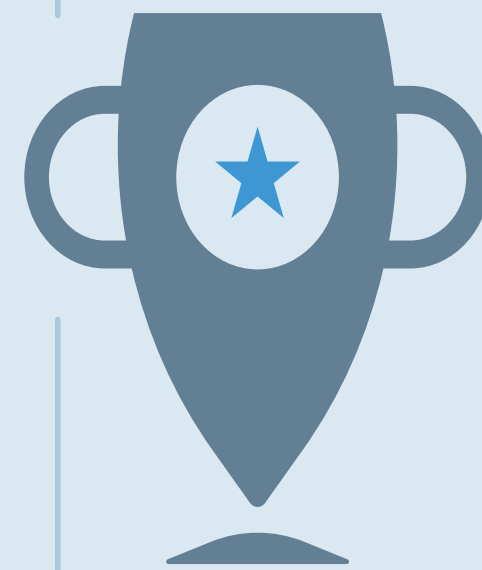
OVERALL FOOD & BEVERAGE

SCORES

 **10%**

HALL OF FAVS

19% HIGHER PER CAP



BEST NEW CONCEPT

HALL OF FAVS

VENUES NOW 2021

**DRINK
MKTS**

2-3.7 TIMES

HIGHER
PER CAP

THAN

HIGHEST

BEER

PORTABLE