



Steak 'n Shake Campaign 2010-11

1oh2 Advertising - Oklahoma State University





Kristin Box



Shawn Cromie



Zach Gray



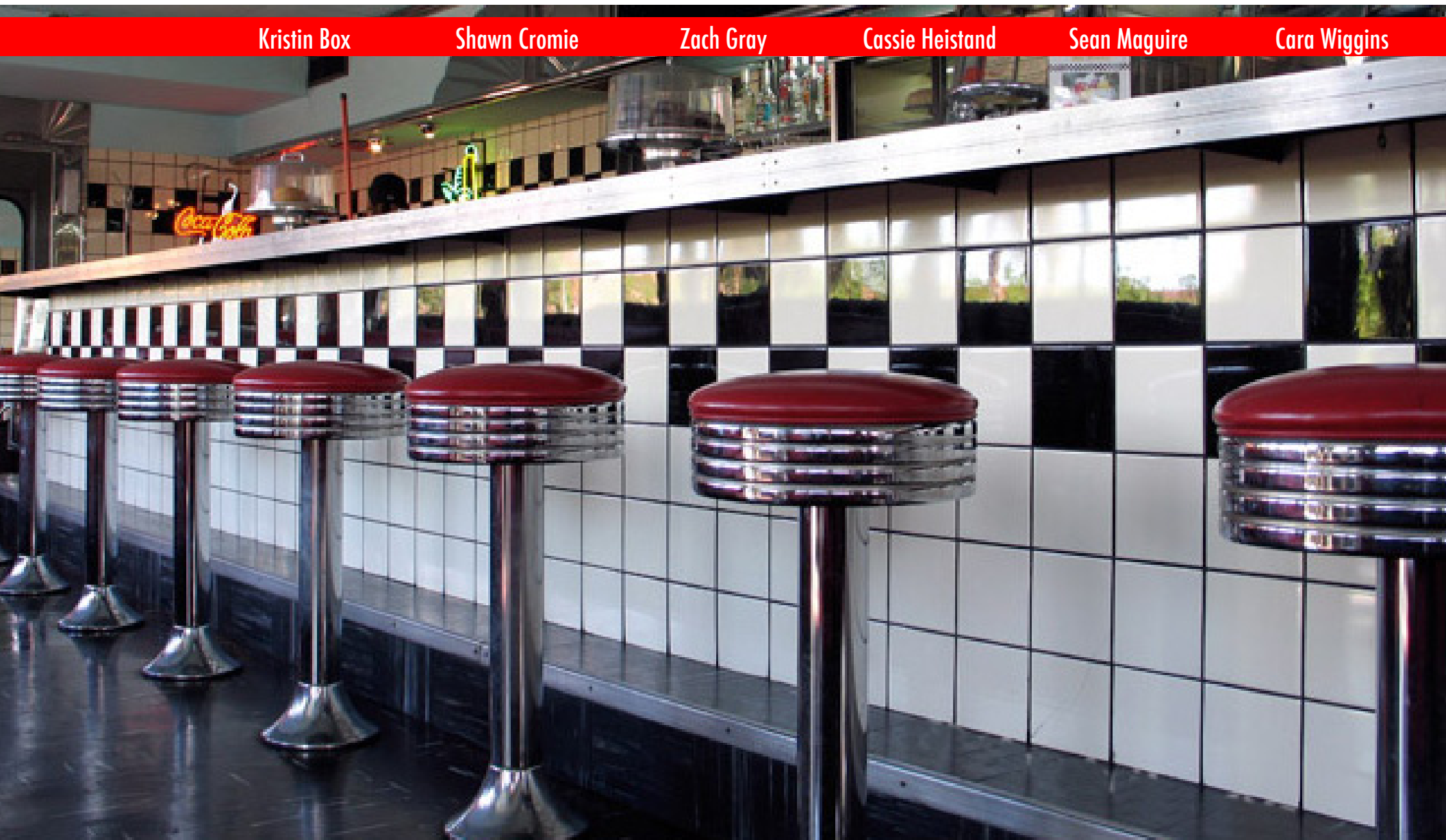
Cassie Heistand



Sean Maguire



Cara Wiggins





Introduction

1oh2 created a Steak 'n Shake advertising campaign with the goal of bringing young families to the four Steak 'n Shake locations in the state of Oklahoma.

Steak 'n Shake is the only restaurant of its kind that offers real Steakburgers and hand-dipped shakes. Since its doors opened in 1934, Steak 'n Shake has served these unique menu items with increasing success.

Focusing on this unique taste in our advertising campaign and using Steak 'n Shake's marketing slogan of "Life Needs Flavor" will bring attention to the restaurant's most unique selling proposition – burgers made with real steak and hand-dipped milkshakes.

We will focus on the classic diner atmosphere that Steak 'n Shake has established for more than 75 years. In order to expand upon this long-standing tradition, 1oh2 will illustrate the family values and All-American feeling in order to draw the target to Steak 'n Shake.

According to our market research, Steak 'n Shake is a respected restaurant among its competitors, positioned right in the middle of customer satisfaction rankings compared to similar restaurants. However, the element of respect that Steak 'n Shake possesses due to its unique aspects sets it apart from others.

1oh2 uses this position in the campaign, combined with Steak 'n Shake's consumer demographics and geographic locations to reach at least 80 percent of the target market.

So take a mental trip to Steak 'n Shake as you read the book and you can almost taste the Steakburgers and milkshakes as you learn what we mean when we say that "Life Needs Flavor."



Kristin Box

Advertising/Sociology - Senior - Oklahoma City, OK - 405.501.91

Kristin assisted with researching the Edmond location through telephone interviews with management, a site visit, customer interviews and surveys. She served as the group recorder and also assisted with media planning through finding advertising rates and developing strategies.

Shawn Cromie

Advertising - Senior - Edmond, OK - 405.921.2926

Shawn assisted with researching the Edmond location through a site visit, customer interviews and surveys. He also assisted with public relations promotions, cover design, advertisement design and photography at Steak 'n Shake locations.

Zach Gray

Advertising - Junior - Ada, OK - 580.399.0907

Zach researched the Tulsa location through telephone interviews, a site visit and online research. He also created print advertisements for newspaper and magazines, created visual representations of the market research, took photographs, created the 1oh2 logo and assisted with the campaign book.

Cassie Heistand

Advertising - Senior - Tulsa, OK - 405.564.3224

Cassie researched the Broken Arrow, location through telephone interviews with management and a site visit and also assisted with research through surveying potential target markets. She also made the media plan, compiling the strategies and tactics, as well as the flow chart and budget sheet.

Sean Maguire

Advertising/Sports Media/Marketing - Senior - Oklahoma City, OK - 405.401.7907

Sean researched the Midwest City, location through telephone interviews with management, surveys and online research. He also assisted with compiling research, public relations promotions, advertisement design and copy and the writing and laying out of the campaign book.

Cara Wiggins

Advertising/Psychology/Marketing - Senior - Midland, TX - 432.638.0570

Cara served as the account executive, oversaw the group research, completed the situation analysis and organized all campaign information. She also assisted with media planning and market analysis and organized group meetings and oversaw the work of the group.





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Situation Analysis: Steak 'n Shake

Steak 'n Shake is celebrating its 75th anniversary. It is proud to have served Americans for this time and take pride in the consistency of its product, holding its own through the test of time. Keeping with the All-American trend, you can't go wrong with an old-fashioned Steakburger and a shake.

Historically, Steak 'n Shake has placed a great amount of importance on customer satisfaction. In its effort to do this, they cook the burgers on grills in the sight of the guest and often have the shake machines on display. A well-known slogan for the company was, "In Sight It Must Be Right."

With more than 475 Steak 'n Shakes in 22 states, dining here is not only about the great food, but also about the unique classical diner experience. Reasonable prices for real Steakburgers, french fries and hand-dipped shakes served with care and attention on real plates is the trademark that Steak 'n Shake has been able to call its own for the past 75 years.

The "4 meals under \$4" promotion include the most popular food items with fries for \$3.99.

- Chicken Fingers.
- Single Steakburger with cheese and bacon.
- Double Steakburger with cheese.
- Triple Steakburger.



All information in the situation analysis was obtained through the Steak 'n Shake Web site and interviews with management.

Advantages for customers dining at Steak 'n Shake include:

- Real Steakburgers, not hamburgers.
- Rich history of quality, "In Sight It Must Be Right."
- Great promotions and deals.
- Serve food to the customer, even though it's fast-food.

Disadvantages include:

- Many people have never tried Steak 'n Shake .
- Steak 'n Shake has one strong primary audience and little resonance with other audiences.

Steak 'n Shake Nationally

Advertising efforts: "Life Needs Flavor," Steak 'n Shake TV (viral YouTube videos).

Promotional efforts:

- Free Coca-Cola glass with every purchase of \$15 or more.
- Kids eat free all weekend with purchase of \$8 or more.
- Half-priced happy hour: shakes and drinks are half price Monday through Friday from 2-4 p.m.
- Steakburger Snack Packs: Steakburger, small drink and snack-sized fries for \$2.89.

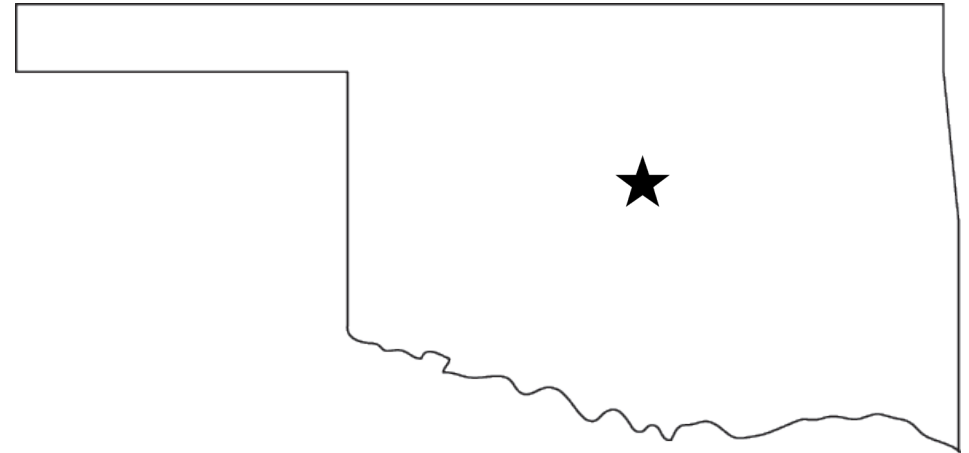




Situation Analysis: Edmond

- Advertising efforts: Point of sale ads, radio.
- Promotional efforts: Coupons.
- Current customers: Families ages 20-30.
- Students from the University of Central Oklahoma.
- PRIZM: Boomtown singles: Affordable housing, abundant entry-level jobs, and a thriving singles scene-all have given rise to the Boomtown Singles segment in quickly-growing satellite cities. Single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores, and laundromats.
- Top competitor: Old Chicago.
- Products: Pizza, calzones, burgers and pasta.
- Advantages/disadvantages: High prices, but good service and family atmosphere.
- Advertising efforts: Online, TV, radio.
- Promotional efforts: Student discounts, coupons.
- Current customers: Families and singles ages 20-30.

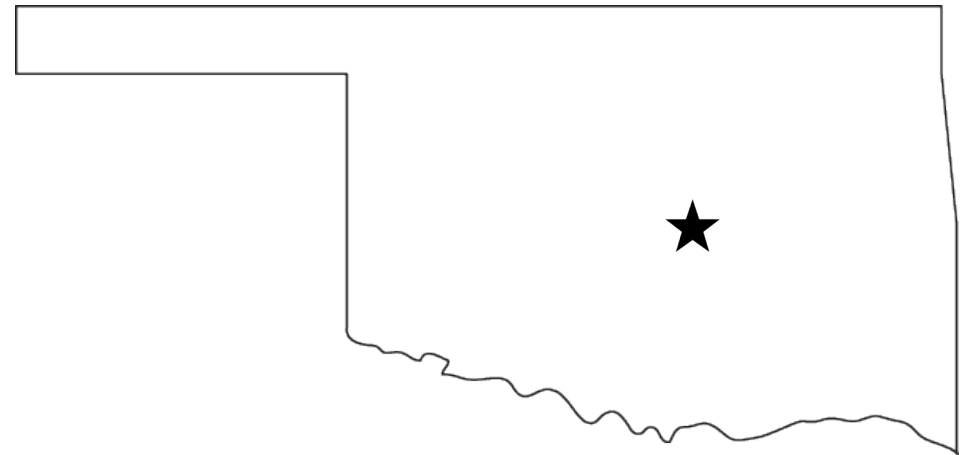
1225 East 2nd Street, Edmond, OK 73034



Situation Analysis: Midwest City

- Advertising efforts: Point of sale ads, radio.
- Promotional efforts: Coupons.
- Current customers: Families ages 25-30.
- Students from Rose State University and families from the nearby Tinker Air Force Base.
- PRIZM: Family Thrifts: The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Suzukis and Kias.
- Top competitor: IHOP.
- Products: Breakfast-food, burgers.
- Advantages/disadvantages: Open all the time and good breakfast-food, but less emphasis on other menu items.
- Advertising efforts: Radio, TV.
- Promotional efforts: Coupons and deal nights.
- Current customers: Couples and singles ages 20-30 and college students.

181 Southeast 29th Street, Oklahoma City, OK 73110

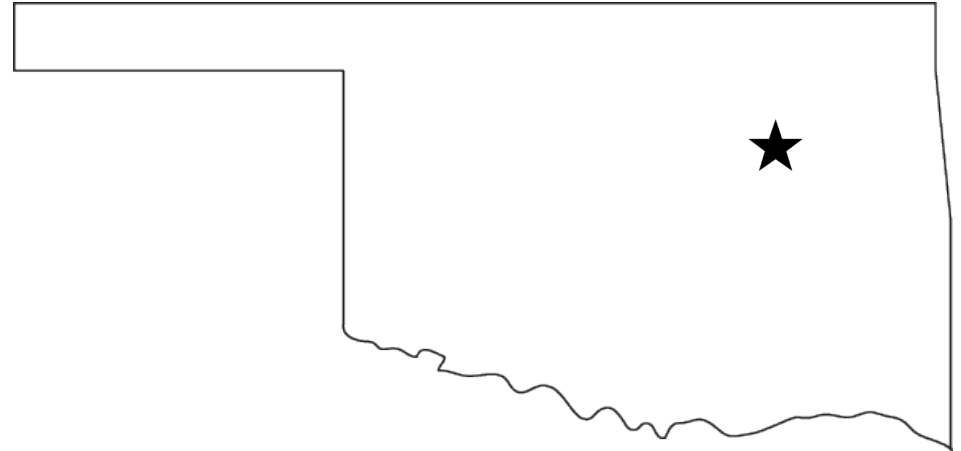




Situation Analysis: Broken Arrow

- Advertising efforts: Radio, regional.
- Promotional efforts: Coupons.
- Current customers: Families ages 25-45.
- PRIZM: New Homesteaders: Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white and blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations and Game Boys.
- Top competitors: Braum's, Red Robin.
- Products: Burgers, shakes and ice cream.
- Advantages/disadvantages: good prices and good food, but not sit down or family oriented.
- Advertising efforts: Radio.
- Promotional efforts: Coupons and deals.
- Current customers: All audiences ages 18-50.

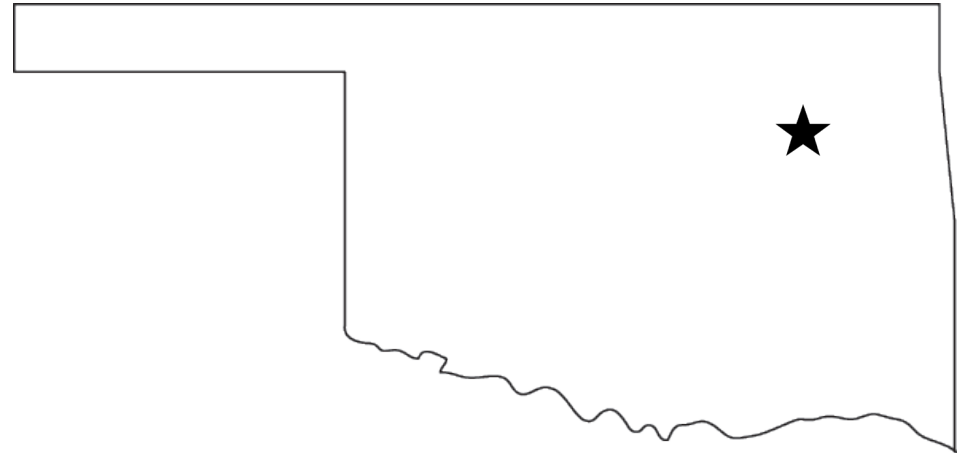
Highway 51 & Elm/161, Broken Arrow, OK 74014



Situation Analysis: Tulsa

- Advertising efforts: Radio, regional.
- Promotional efforts: Coupons.
- Current customers: Families ages 25-45.
- PRIZM: New Beginnings: Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty something singles and couples just starting out on their career paths--or starting over after recent divorces or company transfers. Ethnically diverse – with nearly half its residents Hispanic, Asian, or African-American. New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.
- Top competitors: Braum's, Red Robin.
- Products: Breakfast-food, burgers.
- Advantages/disadvantages: Open all the time and good breakfast food, but less emphasis on other menu items.
- Advertising efforts: Radio, TV.
- Promotional efforts: Coupons and deal nights.
- Current customers: Couples and singles ages 20-30 and college students.

6136 South Memorial Drive, Tulsa, OK 74133





Research

1oh2 Advertising conducted research to accomplish the goal of understanding Steak 'n Shake's customer base, as well as to identify potential customers and the best way to reach both current and potential consumers.

The problem facing our advertising campaign is that the information needed to reach current and potential customers is not readily available. Data about does or doesn't eat at Steak 'n Shake regularly, why, where they live and what media they prefer is needed to build a successful advertising plan. To gain this information, primary research was needed, along with supplemental secondary research about demographics.

For our primary research, online and hard copy surveys were used to attain as much information from as many people as possible. In-person interviews of current Steak 'n Shake customers were conducted to gain in-depth knowledge of why people went to Steak 'n Shake and what they liked about it. People were also observed at Steak 'n Shake locations so we could record demographic information about customers. We also used interviews from Steak 'n Shake managers and employees to understand the restaurant's viewpoint on its consumers and marketing strategy.

For secondary research, 1oh2 utilized the Neilson and PRIZM demographic information services to understand the people who live near the various Steak 'n Shake locations. Other information such as surrounding restaurants and competitors was obtained through scouting the locations on foot.

Research Methods

Primary

- Online and hard copy surveys given to students.
- In-person interviews at the Edmond Steak 'n Shake location with customers.
- Observing and recording information about Steak 'n Shake at Edmond and Broken Arrow locations.
- Interviews with Steak 'n Shake manager at the Midwest City location, employees at the Edmond location and the Director of Operations for the Tulsa and Broken Arrow location.

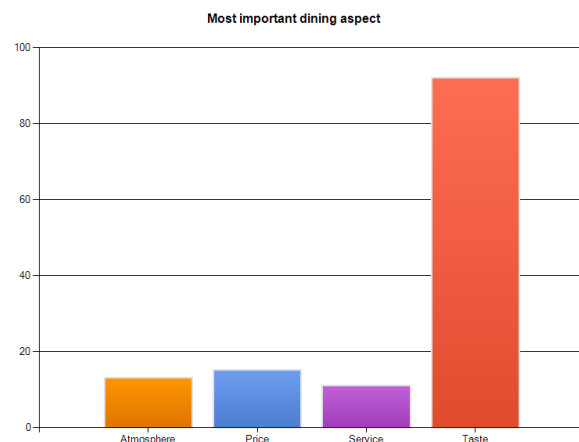
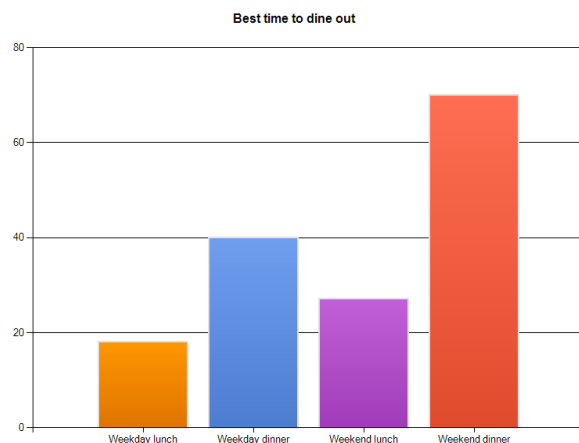
Secondary

- Online research through Google, Nielson and PRIZM.



Research

We surveyed 120 students and got the following mix of responses. The average age of those surveyed was 22 years old. The gender split was 52% female to 48% male.



Survey

Age	
Gender	Male Female
Do you live with:	Family members Roommates Alone
Do you live in a household with children?	Yes No
When is the best time for you to dine out?	Weekday lunch Weekday dinner Weekend lunch Weekend dinner
Of these fast-food restaurants, rank them 1-5 (1 being the best)	<input type="checkbox"/> Braums <input type="checkbox"/> Carl's Jr. <input type="checkbox"/> Johnny's <input type="checkbox"/> Sonic <input type="checkbox"/> Steak and Shake
Why was No. 1 your favorite?	Atmosphere Price Service Taste
If you were out on a family outing, would you rather eat...	At a sit-down restaurant Grab food to-go
Rank the following media in terms of how much you use each 1-5 (1 being the most)	<input type="checkbox"/> Billboard <input type="checkbox"/> Magazine <input type="checkbox"/> Newspaper <input type="checkbox"/> Online <input type="checkbox"/> Radio <input type="checkbox"/> TV
How often do you go to the movies?	Less than once per month Once per month 2-3 times per month 4 or more times per month
List the three Web sites you use the most frequently	1. 2. 3.
Describe a commercial that appealed to you in the last year	



Research

Primary Target Audience – Families

- The overwhelming majority of people would rather sit down to eat with their families than grab to-go food.
- The most important aspect when choosing a restaurant in taste above all else.
- The age groups that go to Steak 'n Shake the most are from 35-44 and 45-54.
- Steak 'n Shake customers are more likely to be married than customers of other fast-food restaurants.
- Steak 'n Shake users are 19 percent more likely to have graduated college than the average fast foot consumer.
- The most common household income level for Steak 'n Shake consumers is from \$75,000-\$149,000
- Compared to other fast-food restaurants, Stake 'n Shake consumers have a higher average household income.

Secondary Target Audience – 18-24-Year-Olds

- Preferred choice of media is online followed by television.
- Prefers advertising that is humorous and light-hearted.
- The best time for college students to dine out is at dinnertime on the weekends.
- Nearly all participants had heard of Steak 'n Shake, but few had seen its advertisements.
- When asked what came to mind when they thought of Steak 'n Shake, most reflected on its traditional diner atmosphere.
- Customers surveyed also said that taste was their primary concern.



Research

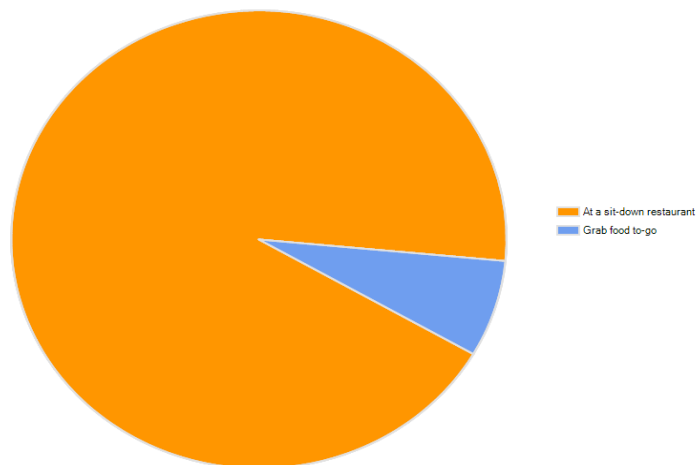
Analysis and Conclusion

These truths play well into Stillwater’s type of market. According to PRIZM, the two most common segments of people are the “Mobility Blues” and the “Suburban Pioneers.” The Mobility Blues group are under the age of 35, have no kids, have some college education and probably read magazines like Rolling Stone. The Suburban Pioneers are under the age of 55, have kids, own their own home, have a college education and like outdoor activities.

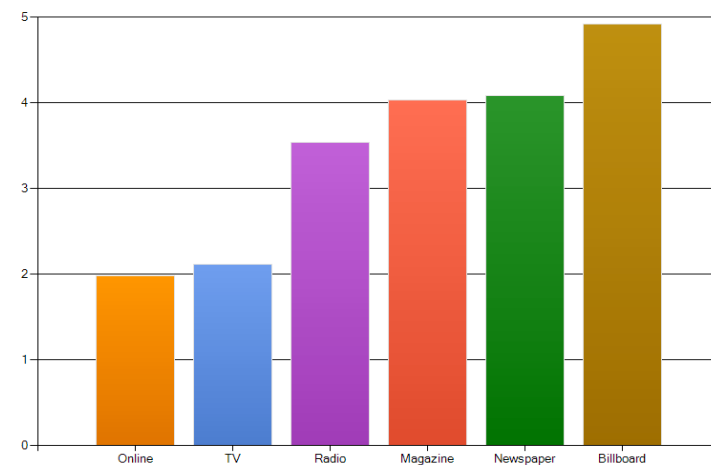
With newspaper and radio being the most-used media for our primary target, a large focus will be placed there. Magic 104.1 KMGL takes pride in attracting a large portion of the female audience ages 25 and over, which is perfect for our primary target audience as this group encompasses moms.

Our secondary target has a heavy dependence on online media, so we will put an emphasis online as well. The sites they frequent are headlined by Facebook, followed by Twitter and Google. Advertising on Facebook is great because you can target the exact people you want by choosing which demographics your ads are displayed to. Everything in our research pointed to emphasizing taste in our ads. It was made clear in the results that when our target is considering where to eat, taste is at the forefront of their needs. This is perfect for Steak ‘n Shake as the burgers are made exclusively from actual cuts of steak, rather than ground beef. We intend to couple Steak ‘n Shakes’ unique taste with the equally unique atmosphere that the sit-down dining experience provides. This is well-backed for our family audience, which desires a sit-down meal when eating together.

Dining preference with family



Most-used media rankings | 1 being the most





Problems and Opportunities: SWOT

Strengths

Niche' atmosphere and layout: Steak 'n Shake has been making Steakburgers since 1934. It kept the old American tradition by keeping the old look and atmosphere of a burger joint.

Service: Steak 'n Shake provides excellent service to their customers. Its service reflects the atmosphere of wholesome family fun.

Tasty: Steak 'n Shake uses steak in their burgers, which puts them ahead of the rest. Steak 'n Shake cares about the quality of the food they are serving. The milkshakes are made with real milk and are known to be creamy in texture and delicious in taste.

Ability to evolve: Although it has kept their old values, Steak 'n Shake has evolved in order to keep the customer satisfied. It has done this by adding drive-through service and adding new menu items to satisfy all of its customers.

Weaknesses

Visibility: Steak 'n Shake has loyal customers, but it still lacks the visibility it needs. Many are not aware of Steak 'n Shake and many of those that are aware of Steak 'n Shake haven't tried it.

What is it? Those who have heard of Steak 'n Shake often were unclear of what type of establishment it was. Is it fast food or not?

Opportunities

New locations: While Steak 'n Shake is a national chain because it has more than 475 locations in 22 states, there is a huge opportunity to expand.

Niche' target markets: Because it is a different type of atmosphere, Steak 'n Shake could use this to attract its target, which is looking for a fun environment to spend quality time and enjoy great food.

Bring in the fun: Create family days that have activities for the customers while they wait for their food. (Examples: Puzzle menus, coloring pages, inviting clowns for balloon-making while families and friends eat.)

Competitors Vulnerabilities: Steak 'n Shake can capture its competitors' customer base with the fact that its food is better quality. Once Steak 'n Shake gets customers in the store with the appeal of it's taste, it will keep them coming back with its diner atmosphere.

Threats

Economical issues: In hard times, people tend to stray from eating out.

Competitors: Denny's, Red Robin and Braum's. Steak 'n Shake needs to keep its edge on its competitors, which try to advertise similar benefits.



Marketing Strategy

Target Audience

Media will be directed toward the target audience of young families who are 25-35 years old, are in the middle-class income bracket and have children. This information is supported by PRIZM evaluations and interviews at various Steak 'n Shake locations.

Marketing Goal

Through marketing we will increase consumption of Steak 'n Shake's lasting original Steakburger, and increase awareness of relatively newer products such as the candy milkshakes and sandwiches.

Promotional Efforts

Through our promotional efforts we will increase awareness by five percent. Several promotions will be implemented to raise awareness, including a paper hat promotion which will increase awareness by three percent, a parks promotion which will increase awareness by one percent and an employee marketing challenge which will increase it by one percent to reach a total of five percent.





Media: Oklahoma Locations

Edmond

Rooted in Edmond is the University of Central Oklahoma, which brings a large number of college students to the area. The university is close to the local Steak 'n Shake restaurant. Although there are many college students in the area, young families are the main target for this market, according to management at the Edmond location. The big competitors for this area are Blue Moon Restaurant, Jimmy's Egg Restaurant, Othello's, Café De Taipei and Old Chicago. Old Chicago is the biggest threat because of how comparable it is to Steak 'n Shake. This information came from a phone interview with the director of operations.

Midwest City

In the Midwest City market, the primary target is young families, according to the Steak 'n Shake management. Tinker Air Force Base and Rose State College are nearby this Steak 'n Shake. Tinker has a large number of young families residing on the base. College students are the secondary market for this location because of the students at Rose State College's. Tinker Air Force Base contains about 30,000 people, according to the Tinker Web site. Rose State College contains about 8,000 people, according to the Rose State Web site. Competition in Midwest City comes from IHOP, Ron's Hamburger, and Chili's, according to managers interviewed.

Broken Arrow

In the Broken Arrow market, the primary target is young families, according to <http://www.brokenarrow.gov>. The Web site provided us with the city's census from previous years. Broken Arrow is growing rapidly with young families wanting to be a part of the suburban Tulsa. There is a lot of competition here, including Red Robin and Braum's. The city's rapid growth is causing a lot of businesses to move in. These competitors include Marble Slab Creamery, Charleston's, Denny's, Burger King and Wendy's.

Tulsa

In the Tulsa market, the primary target is young families as well, according to management for the Tulsa location. This area of Tulsa is booming with business, so it is a prime location for young families to easily get to after work or for lunch. The competition in this area is geared toward adults, but more family-type restaurants are a short drive away. This location's awareness must remain high in an area with so much competition. The biggest competitors for the Tulsa Steak 'n Shake are Red Robin and Braum's, according to the director of operations for the area.

Media: Strategy

In our research, we conducted surveys and interviewed people in order to learn what type of media our targets used. Media vehicles that are heavily used by our target market include television, Internet and radio. With the budget provided, the best media vehicles to use at this time are Internet, newspaper, magazine and radio.

Magazine

Magazines are a good way to provide visual to the food Steak 'n Shake has to offer because of the quality we will be able to obtain with this media. The glossy, color-rich ads will allow us to show Steak 'n Shake meals in their true colors.

Radio

Radio advertising is inexpensive and efficient. The message can be easily directed the target by choosing radio stations that reach the same audience. Radio reaches about 77 percent of Americans every day, according to <http://www.essortment.com>.

Newspaper

Freestanding inserts will be used to advertise in newspapers. These inserts are placed with coupons and have great picture quality. Our target audience will find the ads when they look through these inserts for coupons or other bargains.

Internet

The Internet was the most used media in our research. Internet is a great way to advertise because we can specifically pick whom want to reach and how we want to reach them. Internet advertising also leads consumers to the Steak 'n Shake Web site, which provides information about Steak 'n Shake products and dining.



Media: Tactics

Magazine

We will advertise in *Tulsa People* and *Oklahoma Magazine*.

Tulsa People: 1oh2 will use *Tulsa People* for the Tulsa market. It has a circulation of 132,843, according to the *Tulsa People* media kit. We will sign a 12-month contract for *Tulsa People* and advertise for a year, beginning in May 2010 and ending in April 2011. The ad will be a full page with bleed and will be placed anywhere within the magazine in order to save on budget.

Oklahoma Magazine: *Oklahoma Magazine* has a circulation of 81,000, according to <http://www.readership.org>. We will have a six-month contract beginning in May 2010 and ending in October 2010. The ad will be full page with bleed.



Newspaper

We will advertise in the *Tulsa World*, *The Oklahoman*, *Broken Arrow Ledger* and *The Edmond Sun*.

Tulsa World: 1oh2 will use the *Tulsa World* for the Tulsa market. It has a circulation of 189,789 for the Sunday issue, according to the *Tulsa World* rate card. We will have a six-month contract for half-page freestanding inserts in the Sunday paper. We will pick one Sunday every other month in order to keep consistency throughout the year.

The Oklahoman: 1oh2 will use *The Oklahoman* to reach Midwest City and Edmond. *The Oklahoman* is the largest daily newspaper in the state of Oklahoma. It is ranked No. 42 on the Top-1,000 largest newspapers and has a circulation of 287,505, according to <http://www.readership.org>. We will have a six-month contract for half-page freestanding inserts in the Sunday paper.

Broken Arrow Ledger: 1oh2 will use the *Broken Arrow Ledger* for the Broken Arrow market. The *Broken Arrow Ledger* has a circulation of 4,000, according to its rate card. We will have a 12-month contract for half-page freestanding inserts in the Sunday paper.

The Edmond Sun: *The Edmond Sun* is the local newspaper for Edmond. *The Edmond Sun* has a circulation of 10,415, according to <http://www.readership.org>. We will have a 12-month contract for half-page freestanding inserts in the Sunday paper.

Media: Tactics

Internet

1oh2 will advertise on Google Adwords and Facebook.

Google Adwords: 1oh2 will use the cap option when advertising with Adwords. This means that we will submit how much we can use for advertising and once we hit this amount the advertising will stop in order to keep within budget.

Facebook: 1oh2 will use the cap option with Facebook as well. With Facebook advertising we can spread our budget through different days and target a more selective audience on days with a higher traffic on the site.



Radio

1oh2 will advertise on KMGL.

KMGL: 1oh2 will advertise on the Oklahoma City radio station KMGL. This is a popular station for mothers within the target we are trying to reach, according to Jay Pat with KMGL. We will run our advertisement on KMGL five times at the five o'clock hour. The five o'clock drive is the best time to reach our target audience, according to Jay Pat at KMGL. We will run our advertisement four times on selected weekends during these months in the mid-afternoon.





Takhamasak

THE BIG IDEA

1oh2 will focus advertising on Steak 'n Shake's superior taste. The client already has a unique position in the market, offering actual Steakburgers and real hand-dipped shakes, so our aim is to showcase what Steak 'n Shake has to offer its customers. 1oh2 will also incorporate the rich tradition of one of America's best-known diners, in its 75th year of business. Old-fashioned elements throughout the campaign will accomplish this goal.





Creative Strategy

Magazine

- According to primary research, taste is the No. 1 deciding factor in determining where consumers plan to eat their meals. Therefore, the primary focus of the print ads is to entice the consumer to travel to the nearest Steak 'n Shake location for their next meal (within a five-mile radius).
- According to an interview with a server at the Edmond Steak 'n Shake location, the original single and the classic milkshake are two of the most sold items at the Edmond Steak 'n Shake, which is why we chose to feature them in the ads.
- Body copy for both ads will further the focus of the ad to the taste of the food, as some of the copy describes the food, and some discusses other menu items that will complement one another.
- Because the medium is able to produce such high-quality images, we chose to utilize the dramatic effect of the black-and-white diner background to contrast to the stark, vivid color of the food. This contrast is to keep the focus on the taste of foods unique to Steak 'n Shake.
- According to research by our surveys, the overwhelming majority of people prefer to sit down and eat. The scene epitomizes classic sit-down restaurant environment.
- The black-and-white diner is meant to evoke feelings of traditional family values.

Internet

- The media plan incorporates online advertisements on Facebook and Google Adwords. Because these Web sites do not use large graphic display ads and are 110 pixels by 80 pixels, the focus of the ads is copy.
- According to consumers surveyed, taste was the largest factor in determining where consumers choose to eat, so we decided to place an emphasis on taste in our copy.
- Images in the campaign's online advertisements support the copy in the ads by presenting a graphic of the item featured in each advertisement.



Google Search

I'm Feeling Lucky



Creative Strategy

Newspaper

- For the newspaper ads we chose to keep a continuity with our other advertising efforts.
- To do this, we kept the black-and-white diner background from our magazine ads and contrasted it with colorful food.
- We kept the font a simple, block style, which would be something common in the 1950s.
- Our headlines are meant to entice viewers into action with sayings like “Shake things up!” and “Steak your claim!” We were careful to keep the wording clever, short and associated with our products.
- We accented the most important words in red for emphasis. These words are all adjectives that are good descriptors of the products.



Radio

- Our research shows that taste is the most important aspect of our target’s dining experience.
- We also found what first comes to mind when people think of Steak ‘n Shake is the old diner atmosphere that is unique to Steak ‘n Shake.
- To create this nostalgic motif, we wrote the speaking characters as a father and son who, sound like they are straight out of the 1950s. Their quirky language immediately lets you know they are too honest and wholesome to be from this era. This is to play off of the top-of-mind quality that people surveyed said they associate with Steak ‘n Shake.
- To emphasize the unique taste and quality that only Steak ‘n Shake has, we focused the dialogue on how the burgers taste.
- Another one of our radio spots highlights the classic milkshakes , focusing on the Side-By-Side shakes that only Steak ‘n Shake offers. Through interviews with the staff at the Edmond location, we found that the shakes were one of its best sellers.
- All of our spots take place within the friendly confines of a Steak ‘n Shake restaurant so when listeners hear the various sounds of a diner, they will associate it with a sit-down, family meal.

Creative Executions: Magazine

Shake It Up
Life Needs Flavor

The classic milk shake comes in chocolate, strawberry, vanilla, banana, dark chocolate, coffee mocha and chocolate mint. Try one of our fresh, luxuriously tasty classic milk shakes. Give in to your sweet tooth's urges, and you will be thanking it later.

501 Stonewood Drive
Broken Arrow, OK 74012
918-355-6405

Steak Your Claim
Life Needs Flavor

You can never go wrong with the classic "Original Single" at Steak 'n Shake. The combination of flavors is so delicious, it will leave you begging for more. Try the Original Single with a side-by-side milkshake. Your two favorite milkshake flavors combined side-by-side in one glass!

6136 South Memorial Dr., Tulsa, OK 74133



Creative Executions: Radio

CLIENT: Steak N’ Shake
LENGTH: :30
TITLE: Diner Radio Spot
COPYWRITER: Zach Gray, Sean Maguire and Shawn Cromie

:2 SFX: DINER BACKGROUND NOISE

:3 GEORGIE: GEE WHIZ DAD THIS BURGER SURE IS SWELL!

:3 MOM: THAT’S WHY WE KEEP ROLLING BACK TO STEAK N’ SHAKE GEORGIE!

:3 DAD: AND YA’ KNOW, IT’S TASTED JUST AS GOOD SINCE I WAS YOUR AGE KIDDO!

GEORGIE: WHOA...(2 SECOND PAUSE) STEAK ‘N SHAKE MUST HAVE BEEN AROUND FOR A MILLION YEARS JUST LIKE YOU DAD!

:2 SFX: CANNED APPLAUSE AND LAUGHTER

:16 SFX LAUGHTER FADE OUT
VO: HA HA, WELL, WE HAVEN’T BEEN THERE QUITE THAT LONG GEORGIE, BUT WE HAVE BEEN SERVING AMERICA’S FAMILIES FOR MORE THAN 75 YEARS! AND WE STILL HAVE THAT ONE AND ONLY AUTHENTIC STEAKBURGER TASTE THAT WE HAD WHEN WE OPENED OUR DOORS BACK IN 1934. NOW WITH LOCATIONS IN STILLWATER, EDMOND, MIDWEST CITY, BROKEN ARROW AND TULSA!

:1 FADE OUT: DINER BACKGROUND NOISE

CLIENT: Steak N’ Shake
LENGTH: :30
TITLE: GRUMPY OLD MAN RADIOSPOT
COPYWRITER: Zach Gray, Sean Maguire and Shawn Cromie

:2 MARY: SO WHERE DO YOU WANT TO GO TO DINNER TONIGH?

:1 MIKE: WHERE WE ALWAYS GO. (GRUMPY VOICE)

:2 MARY: WHAT ARE YOU GOING TO GET?

:2 MIKE: WHAT I ALWAYS GET...

:3 MARY: WELL WHAT IF WE WENT TO STEAK AND SHAKE TONIGHT?

:5 MIKE: WE COULD GET A SIDE-BY-SIDE MILKSHAKE WITH TWO FLAVORS COMBINED SIDE-BY-SIDE IN THE SAME GLASS!

:3 MARY: WHAT A GREAT IDEA MIKE! I LOVE YOU HUN!

:2 MIKE: I LOVE YOU TOO! LETS GO!

:3 MUSIC: FADE IN SIDE-BY-SIDE BY KAY STARR

:4 VO: STEAK ‘N SHAKE LOCATIONS NOW IN TULSA AND BROKEN ARROW

:1 SFX: FLICKERING ELECTRIC SIGN NOISE

:3 VO: STEAK ‘N SHAKE : LIFE NEEDS FLAVOR



Creative Executions: Internet



Try our delicious Steak'n Shake Steakburger Shooters; now served with BBQ, A.1, ketchup and onion and buffalo sauces. Order a Classic Milk Shake to compliment your tastebuds. Now with locations near you!



Steak'n Shake's Milk Shakes and malts are hand-dipped, made with real milk, and feature classic flavors, just like we've done since 1934.



Sales Promotions & Public Relations

Paper Hats

The promotional efforts for this campaign will be directed toward our secondary target audience, college students. Targeting each of the four markets in a hands-on way will increase the awareness and traffic surrounding each location. Prior to each event, representatives will get approved through each campus or organization's government body.

During the week of May 3, 2010, campus brand representatives, wearing the traditional staff uniform, white button-up shirt, black bow tie and black apron, will pass out 500 preprinted Steak 'n Shake deli hats on the campuses of the University of Central Oklahoma, Rose State College and the University of Tulsa. A punch card with three images printed on the front will be paper-clipped to the brim of the hat. Campus brand representatives are necessary for these events in order to give customers a hands-on experience with Steak 'n Shake. Also, this will prevent customers from taking more than one punch card.

The booth will feature two, 3-foot by 6-foot banners printed from FedEx Kinko's with images of food printed on them and a plastic table provided by the respective student government bodies.

Each image on the punch card represents a free promotional item that the customer can redeem. The items include two Steak 'n Shake shooters, one large order of french fries and a large shake.

Each time the customer uses the card, the cashier will hole punch the image on the card. This should provide an incentive for each cardholder

to revisit Steak 'n Shake to receive the remaining promotional items. The restrictions on the promotional punch card will include only one item per visit per customer, and an expiration date (May, 31, 2010).

Brand Representatives will be available for questions and will focus on competition of restaurants that are near each university. According to research, Steak 'n Shake is not considered to be a market leader, but they do fall just below that status. By directing questions to the competition, the brand can position itself against its competitors without the negative connotations that can be associated with traditional advertising methods. This allows the promotion to not only give customers information that the campaign may be lacking, but also avoid negative stimuli.

The promotion will be evaluated by comparing the number of punch cards issued to the number of punch cards that were redeemed after the expiration at each location.

Finance: According to <http://www.custom-printed-promotional.com>, promotional deli hats can be printed and shipped to the representatives at \$0.37 per hat.

- $\$0.37 \times 500 = \$185 + \$50$ (printers fee) = \$235
- $\$235 \times 4$ locations = \$940
- Total Cost: \$940

Promotional Banners

- \$140 per banner
- $\$140 \times 2$ banners = \$280
- Total = \$280

Total: \$1220



Sales Promotions & Public Relations

Parks

Kites will be printed with the Steak 'n Shake logo as well as the nearest location's cross streets. The print will be designed to face the ground when airborne. The kites will be flown, three at a time, in each park periodically during the summer months. The flags will be 20" x 28" and should attract awareness of the different locations while focusing on the campaign's primary audience. According to <http://www.windpowersports.com>, 100 kites with one color, high quality printing, will be \$180.

Parks included in promotion:

- Hafer Park – Edmond
- LaFortune Park – Tulsa
- Kiwanis Park – Midwest City
- Nienhuis Park Facility – Broken Arrow

As an additional form of exposure, flags that are designed to be hooked on bikes will be flown at the same time and will incorporate the same copy as the kites. This develops both overhead and ground-level publicity. Pricing for bike flags are from <http://www.gettysburgflag.com>. The flags are 12" x 15" and are \$28 per flag. With two flags at each location, eight flags will be purchased. This comes to a total of \$224 for promotional bike flags.

- Kites Total: \$180
- Bike Flags Total: \$225
- Total: \$405

Employee Marketing Challenge

An employee marketing challenge is another easy way to increase traffic and awareness. Employees will participate in a marketing "competition," in which each employee will receive coupons that they can distribute. The employee will sign and date each coupon and hand out coupons to family, friends and potential customers. Each coupon is good for 30 percent off an entire meal purchase.

The employee with the most coupons redeemed wins the

competition. Because each employee signs and dates each coupon that he or she gives out, it will be simple to determine the winning employee by counting the coupons redeemed.

The winning employee of the challenge will receive a 32" Vizio 720p LCD HDTV. There will only be one television for all four markets, so this competition will increase a drive in each employee to hand out as many coupons as possible.

- 32" Vizio 720p LCD HDTV Total: \$400





Sales Promotions & Public Relations

Bike Flags



Punch Cards



Steak 'n Shake Hats



Kites



Booth Banners



Campaign Budget

Magazine

Oklahoma Magazine.....	\$27,800
Tulsa People.....	\$29,220



Magazine | 58.7 percent

Newspaper

Broken Arrow Ledger.....	\$8,800
Edmond Sun.....	\$525
Tulsa World.....	\$12,000
The Oklahoman.....	\$13,200



Newspaper | 35.5 percent

Internet

Google Adwords.....	\$2,000
Facebook.....	\$2,000



Internet | 4.1 percent

Radio

KMGL.....	\$650
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Radio | 0.7 percent

Promotions

Hat Promotion.....	\$1,220
Parks Promotion.....	\$405
Employee Marketing Challenge.....	\$400



Promotions: 1.0 percent

TOTAL..... \$98,220

* Remaining \$1,780 allocated for cost contingency.





Wrap-up

We will remind Steak 'n Shake's loyal consumers and create awareness for future consumers that Steak 'n Shake has superior taste and a unique atmosphere. Through our campaign we will inform the target audience that Steak 'n Shake has the rich tradition of the American diner and after 75 years still provides consumers with great-tasting Steakburgers and milkshakes.

We know we have the right campaign for Steak 'n Shake because we have directed the campaign to what consumers want. Through our research we see that consumers want food that tastes good more than anything else. Steak 'n Shake offers a burger that no other business in the industry offers. It uses real steak for its burgers providing its consumers with a taste they cannot find anywhere else. We know what the consumers want and we tell them where they can get it.

With four successful locations already in Oklahoma, there are plenty of opportunities for Steak 'n Shake to expand in the state. Stillwater, which has a population that fits the main Steak 'n Shake consumer demographics of young families and college students, would be a perfect addition to the Steak 'n Shake family.

1oh2 recommends that Steak 'n Shake open a Stillwater location at 8th and Main Street in the downtown area. This will provide a central location in an expanding area and will fit into Steak 'n Shake's classic diner appeal.

