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INTRODUCTION

Currently, Steak 'n Shake has four locations in Oklahoma: Broken Arrow, Edmond, Midwest City and Tulsa. Steak 'n Shake is a distinguishable stand-out when it comes to any diner, drive-in or dive because of its superior service, premium STEAKBURGERS™ and flawless '50s vibe. Our plan is to ultimately generate awareness and a much larger customer base with the use of advertising and revamping the signature Steak 'n Shake '50s ambiance. So, sit back, relax and read on as Twister Tising takes Steak 'n Shake to the next level.



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SITUATIONAL ANALYSIS

Steak 'n Shake: History and Products

Gus Belt opened the first Steak 'n Shake in 1934. Belt wanted a new restaurant that would stand out against the typical beer and chicken joints in Illinois. He created the STEAKBURGER™ to be original, unique and different. The STEAKBURGER™ is made up of only the finest steaks grinded up into a patty. In the early days, Belt would wait for the busiest time of the day, wheel out assortments of steaks and grind them in front of the customers. This occurrence is what gave Steak 'n Shake their original tagline, "In Sight It Must Be Right." The shakes are just as high in quality as the steaks. Each shake is made with real milk and comes in numerous flavors. They also serve malts, sundaes and side-by-side shakes, which is two flavors in one cup.

As the demand for the food became greater, so did the franchise. In the late 1930s, Belt purchased "Goal Post," a fast-food chain, and converted each restaurant into Steak 'n Shake restaurants. He also added curbside dining.

After Belt died in 1954, his wife, Edith, took over and sold the franchise to Longchamps Inc., which then sold the majority of the stocks to Franklin Co. in the early '70s. The chairman, Robert Cronin, can be accredited with opening the restaurant in 130 locations by the mid 70s. Steak 'n Shake saw more changes in the '70s with the conversion of curbside to drive-thru. During this time, the original headquarters in Illinois was moved to Indiana.

Finally, Ed Kelley bought the stock from Cronin. Kelley is considered to be the "modern day" founder of Steak 'n Shake, because of his impressive marketing efforts for the company. In the '80s, Kelley took Steak 'n Shake back to its original framework. He accentuated that every meal served at Steak 'n Shake is cooked-to-order and served on real china. Kelley also modernized the franchise by adding to the menu and keeping the restaurant open 24 hours daily and seven days a week. Breakfast, melts and salads were added to make the menu more diverse. Thanks to Kelley's immaculate business skills, the restaurant now has 475 locations in 22 states.



The STEAKBURGER™

According to Oklahoma Steak 'n Shake managers, the STEAKBURGER™ is by far the best selling item on the menu. Each STEAKBURGER™ is composed of round steak, sirloin steak and T-bone steak ground into individual pucks. Each puck is grilled on a very hot grill into arguably the best burger in the business. STEAKBURGER™ is available in numerous delicious varieties:

- The Original Double 'n Cheese
- Single STEAKBURGER™
- Triple STEAKBURGER™
- Bacon 'n Cheese Double STEAKBURGER™
- Grilled Portobello 'n Swiss STEAKBURGER™
- Wisconsin Buttery STEAKBURGER™
- Western BBQ 'n Bacon STEAKBURGER™



SITUATIONAL ANALYSIS

Steak 'n Shake: Products

The Shake

Gus Belt was so proud of his shakes that he put the Multi-Mixer Shake Machines in the windows of his restaurant to encourage passing consumers to stop in and enjoy a shake. Steak 'n Shake's milk shakes are creamy, hand-dipped desserts made with real milk. Shakes come in multiple flavors and combinations.

- Classic Milk Shakes 'n Malts
- Side-By-Side™ Milk Shakes
- Real-Fruit Fruit Smoothies
- Specialty Milk Shakes



Steak 'n Shake offers options other than the famous STEAKBURGER™. Its menu includes different varieties of chili, melts, steak franks and shooters. Sandwiches, soups and salads are available for the more health-conscious consumer. All shakes are priced from \$2.99 to \$3.49 depending on the complexity of the order. The STEAKBURGER™ ranges from \$3.69 to \$6.09 depending on the number of steak patties and amount of cheese ordered.

Steak 'n Shake: Advantages and Disadvantages

Advantages: Steak 'n Shake serves high quality STEAKBURGERS™ and shakes. They offer competitive prices, including four meals for \$4. Steak 'n Shake offers a signature Side-by-Side™ Milk Shake, a large menu selection and fresh cook-to-order food. They are a fast food restaurant but use real china, flatware and glassware like you'd find in other sit-down restaurants.

Disadvantages: The food is cook-to-order, so it is served at a slower rate than fast food.



SITUATIONAL ANALYSIS

Steak 'n Shake: Previous Advertising Efforts

Indianapolis-based Steak 'n Shake has parted ways with its longtime local advertising agency. The agency produced quirky TV and radio commercials featuring wisecracking employees. Tom Denari, president of Young & Laramore, said he got the bad news last week when Steak 'n Shake enacted a 90-day termination clause in the contract. A relationship that began in 1990 ceased in February 2009.

Source: <http://www.indy.com/posts/steak-n-shake-parts-with-longtime-indy-ad-agency>

Steak 'n Shake made a big mistake in firing Young & Laramore, its ad agency of record for 18 years. Facing slowing sales, Steak 'n Shake canned the ad agency and signed with a new one. The new agency is aiming to target the elusive 18 to 30-year-old demographic. Steak 'n Shake commercials were iconic, even award-winning. People loved the dry humor, the witty

slogans and the famous sizzling sound with the "Steak 'n Shake: Famous for STEAKBURGERS" tagline that closed every spot. The commercials had a wink and smile to them; the sales angle was always subtle. Its advertisements were as much of an icon in Indiana as Monument Circle. Now it has rolled out an annoying and insulting line of radio promotions where the Radio Now DJs, in the middle of their usual chatter, suddenly start promoting the chain in a blatant and clunky way.



Source: <http://circlecitysnark.blogspot.com/2008/12/steak-n-shake-famous-for-bad.html?zx=59d8c47fa12e694a>

Steak 'n Shake has sued its agency, The Varnson Group, for allegedly kidnapping its Web site and holding hostage promotional images, photos and coupon templates in a \$449,000 billing dispute. The rift represents one of the fastest meet-and-break-ups between an ad agency and a client in recent years. Steak 'n Shake wants its advertising material returned — including control of its Web site, which it claims has been hijacked by Varnson. Varnson wants the \$449,000 it says it is owed in billings.

Source: <http://industry.bnet.com/advertising/10001642/steak-n-shake-sues-varnson-for-kidnapping-its-web-site-hijacking-image-library>

Net earnings for fiscal first quarter in 2010 were \$5.5 million, or \$3.82 per diluted share contrasted with a net loss for the first quarter of fiscal year 2009 of (\$3.4 million) or (\$2.43) per diluted share. In the current quarter, net sales increased 12.9% from \$130.7 million to \$147.6 million.

<http://www.streetinsider.com/Press+Releases/The+Steak+n+Shake+Company+News+Release/5291139.html>



SITUATIONAL ANALYSIS

Steak 'n Shake: Previous Marketing Efforts

Steak 'n Shake Company announced on June 24th, 2002, it would open its 400th restaurant at 11665 Commercial Drive in Fishers, IN. Several activities were planned to recognize this important milestone for the company. As part of the festivities, The Steak 'n Shake Company donated \$50,000 to the new business school building at IUPUI (Indiana University- Purdue University Indianapolis). Other plans to celebrate the restaurant opening included events with the WFBQ, WRZX and WNDE radio stations, a blood drive offering free milkshake coupons to donors at Central Indiana locations and contests to win gift certificates and concert tickets. This restaurant was also chosen as the set for the newest Steak 'n Shake television commercials produced later that year.

Source: <http://www.qsmagazine.com/articles/news/story.phtml?id=3750>

America's Second Harvest announced the donation of 173,000 Steak 'n Shake Steakburger patties to help feed the hungry in 18 states. Seventy-eight of America's Second Harvest food banks are receiving steakburger patties because of the success of Steak 'n Shake's recent

TAKHOMACARD gift card program. As part of the program, the 400-store restaurant chain agreed to donate steakburger patties to America's Second Harvest for every qualifying TAKHOMACARD purchase.

Source: <http://www.qsmagazine.com/articles/news/story.phtml?id=4217>



Biglari used a proxy fight to seize control of the burger chain in 2008 and then promptly cut costs, launched new promotions and trimmed spending on restaurant maintenance and investment from an average of \$55 million per year to \$5.8 million last year.

Source: <http://www.ibj.com/steak-n-shake-hq-changing-its-name-moving-to-texas/PARAMS/article/16244>

Like most restaurants, Steak 'n Shake is down to offering steep promotions to win over the hungry. The deals included a popular promotion in February offering double steakburgers with fries for \$2.99 in a dozen core markets. Like Sonic, which offers half-priced drinks during its Happy Hour from 2 p.m. to 4 p.m. daily, Steak 'n Shake now has its own weekday Happy Hour promotion for \$1.99 milkshakes.

Steak 'n Shake also teamed up with Seattle's Best Coffee, increasing breakfast sales at its 24-hour restaurants by offering bagel sandwiches and breakfast smoothies. It moved breakfast sales up 17 percent during the typically moribund morning hours, but breakfast items still account for just 4 of overall sales.

Source: <http://www.fool.com/investing/small-cap/2008/05/16/steak-n-shakes-flip-side.aspx>



SITUATIONAL ANALYSIS

Steak 'n Shake: Breakdown of Four Locations

Broken Arrow

The Steak 'n Shake in Broken Arrow is located at 501 Stonewood Drive. Its operating hours are Sunday through Thursday 7 a.m. to 10 p.m. It is open until midnight on the weekends. At the restaurant in Broken Arrow, there are two specific crowds that come in to enjoy their delicious food and impeccable service. During the lunch hour, the customers are usually middle-aged men and women. For dinner, the crowd seems to be a little older, ranging from 40 to 50 years old.

Local promotions:

- Four meals under \$4
- Happy Hour \$1.99 Milkshakes

Advertising:

- Billboards
- Direct Mail

Biggest Competitors:

- Braum's
- Sonic



Edmond

The Steak 'n Shake in Edmond is located at 1225 East 2nd Street. Its operating hours are Sunday through Thursday 10 a.m. to midnight, and they are open until 2 a.m. on the weekends. Its customers are usually families with parents ages 25 to 35 and elementary-aged children. This restaurant's demographics match those of Steak 'n Shake's average customer. MRI reveals that most people who dine at Steak 'n Shake have children, earn an average of \$100,000 per year and own homes.

Local promotions:

- Four meals under \$4
- Kids Eat Free All Weekend

Advertising:

- Billboards
- Direct Mail

Biggest Competitors:

- Braum's
- Sonic
- Dairy Queen

Midwest City

The Steak 'n Shake in Midwest City is located at 7181 Southeast 29th Street. This restaurant is the only Steak 'n Shake in Oklahoma open 24 hours per day and seven days per week. Its typical customer is in their middle to late 40s and older for both lunch and dinner.

Local promotions:

- Four meals under \$4
- Kids Eat Free on the Weekends

Advertising:

- Billboards
- Direct Mail
- Radio

Biggest Competitors:

- Braum's
- Sonic
- Dairy Queen

Tulsa

The Steak 'n Shake in Tulsa is located at 6136 South Memorial Drive. Its operating hours are Sunday through Thursday 7 a.m. to 10 p.m. It is open until midnight on the weekends. At the restaurant in Broken Arrow, there are two specific crowds that come in to enjoy their delicious food and impeccable service. During the lunch hour, the customers are usually middle-aged men and women.

Local promotions:

- Four meals under \$4
- Kids Eat Free on the Weekends

Advertising:

- Billboards
- Direct Mail
- Radio

Biggest Competitors:

- Braum's
- Sonic
- Ruby Tuesday
- Freddy's Frozen Custard



SITUATIONAL ANALYSIS

Competitive Analysis

	Products	Advantages	Disadvantages	Ad/Promotions	Customers
Braum's	Burgers, Chili, Sundaes, Ice Cream	Homemade Ice cream, Grocery Store, Vertical Integration	Not national, limited growth, Does not have late hours	Billboard, Radio, Kid's Meal promotional Toys, Coupons for saving	Families, young children and older people
Sonic	Burgers, Toasters, Chicken Strips, Shakes	Curbside dining, Drink specialties, Numerous locations	Lack of inside dining, No late hours	TV, Radio, Print and point of purchase, Social networking sites, YouTube channel, UNICEF	Working middle-aged men and women, Big lunch crowd
Dairy Queen	Burgers, Sandwiches, Hotdogs, Blizzards	Specializes in great Ice cream and Shakes	Treats menu is small, Does not offer a high quality burger, Little to no atmosphere	TV, Store-level promotions and selective coupon distribution, Web casts, Alcohol specials	Families, Young children and older people
Ruby Tuesday	Ribs, Steaks, Burgers, Wraps and Salads	Great quality of meat for low price, Unique atmosphere, Large menu	Fifteen minute or more wait, Lack of shakes, sundaes or other desserts	TV, Advertising its cool treats and its "something different" campaign, Blizzard Challenge, Sweet Deals Value Menu	Middle-aged groups and families, More of a dinner crowd
Freddy's Frozen Custard	Steakburgers, Hot-dogs, Chicken Tenders, Shakes, Concretes	Has a steak-burger, Has an extensive menu of shakes, Concretes and other cold treats	Does not stay open late, Only located in five states	Billboards, Currently rolled out new logo, Signage and packaging for point-of-purchase advertising, Cuisine for the Cure	Families, Young children and older people



VS.





RESEARCH

Primary / Secondary Research

In our research, we gained a well-rounded understanding of the Steak 'n Shake Corporation and its products, services, competition and customers. We also gained an understanding of what the customers of Steak 'n Shake want out of the company and what they value. We will use this information to determine and reach the target audience.

By conducting surveys of the target market, we found a low awareness level. The campaign observes the research and establishes a modest estimate of an attainable objective increasing the awareness level from 56 percent to 66 percent.



Methods Used in Developing Our Research

Primary Research

- o Focus Groups (to get in-depth information on the visitors of Steak 'n Shake)
 - Focus Group 1: OSU students
 - Focus Group 2: Edmond Steak 'n Shake customers
- o Manager Interviews - Managers were interviewed at two of the stores
- o Surveys
 - Survey Monkey - www.surveymonkey.com
 - Paper Surveys - Handed out to students around campus

Secondary Research

- o MRI reports - target market information, demographics and psychographics
- o www.steaknshake.com - history, franchising, past advertising and promotions
- o www.calorielab.com - nutritional information
- o PR News Wire - recent information on stock changes
- o Campaign theme research - '50s lingo, fads and fashion



RESEARCH



Questions/Responses to Primary Research

Focus Groups (taken in Edmond and on the OSU campus on February 11, 2010)

- Q: **Have you ever heard of Steak 'n Shake?** A: 100 percent yes
- Q: **Have you ever eaten at Steak 'n Shake?** A: 100 percent yes
- Q: **Where have you seen Steak 'n Shake ads?** A: Most said they haven't seen them but a few mentioned the small sign in Edmond.
- Q: **What do you think is Steak 'n Shake's biggest strength?** A: The atmosphere, it has a 1950s diner feel.
- Q: **What fast food ads do you notice?** A: Sonic - Improv.; Taco Bell - Box.; McDonald's - Pandora and Redbox.
- Q: **How do you feel about fast food?** A: It's quick, fast, don't expect good quality and convenient when you're in a hurry.
- Q: **When you eat fast food who do you eat with?** A: Alone
- Q: **What meal are you most likely to eat out?** A: Most said lunch, but McDonald's was a popular option for the breakfast eaters.
- Q: **How important is atmosphere to you?** A: It's kind of important. At Steak 'n Shake the atmosphere is better.
- Q: **Does Steak 'n Shake's '50s theme appeal to you?** A: It's kind of Corny. Its theme is cliché.

Manager Interviews (done before Feb. 15, 2010 by Rick Perez, Broken Arrow and Phillip McIntosh, Midwest City)

- Q: **What makes Steak 'n Shake different from other fast food chains?**
o Perez: It's not a fast food chain. It's fast-casual. We are the only place I know of that has a full service dining room, real steak in steakburgers and the food is cooked fresh.
- Q: **Are there any main advantages Steak 'n Shake has over other fast food? What about weaknesses?**
o Perez: Advantages - Table service, rich history, loyal following, good food quality and full service aspect.
o Weaknesses - Cook to order
- Q: **At the end of the day, do you sell more burgers or shakes?**
o McIntosh: Burgers. With drinks, it depends on the time of day. During lunch, most will have soft drinks. During Dinner, most will have shakes.
- Q: **Who would you say is the typical person who eats at Steak 'n Shake?**
o McIntosh: Probably age 25-60. Working adults at lunch. Families at dinner.
- Q: **How late is Steak 'n Shake open? Is there a late-night bar crowd?**
o McIntosh: Open until midnight Sun-Thurs. Until 2 a.m. on Friday and Saturday. There is not really a bar crowd.
- Q: **Does Steak 'n Shake do anything special to attract the college crowd?**
o McIntosh: No, but college crowd has broad appeal on specials like four meals under \$4.
- Q: **What time of day does it become most crowded in terms of customers? What about weekdays versus weekends?**
o McIntosh: Lunch. Dinner is broader, it'll last 3 hours. Lunch will last 1-2 hours but it's more intense. It's probably 50/50 in terms of volume. Maybe more on the weekends.
- Q: **What kind of media does Steak 'n Shake use to advertise? Television? Magazine? Billboard?**
o McIntosh: Don't have means to do radio/television. We are sticking strictly to print right now. TV would be the most effective means if we had the economies to pull it off. We coupon every month.

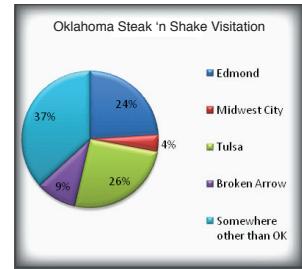


RESEARCH

Questions / Responses to Primary Research

Surveys

- o **Gender:** Male/Female ratio of those surveyed online and paper was 35/65
- o **Age:** On both surveys, most were between the ages of 18 and 24
- o **How often do you eat fast food in a week?**
 - 60 percent said 1-2 times per week
- o **Have you ever eaten at Steak 'n Shake?**
 - 56 percent of those surveyed said yes
- o **If so, what did you order?**
 - Steakburger - 80 percent
 - Fries - 64 percent
 - Hand-Dipped Milkshake - 70 percent
- o **When you eat out, how much do you expect to spend?**
 - 60 percent said between five and ten dollars



Conclusions based on Research Results

In research, Twister Tising discovered that most people who eat at Steak 'n Shake are over the age of 25 and married. They have an income above \$100,000 (MRI) and children between the ages of 12 and 17 (MRI). Most people are homeowners and have resided in their home for more than five years. They watch family and news programs on TV. They visit financial and social networking sites and listen to the radio from 6 a.m. to 10 a.m. and 3 p.m. to 7p.m. (MRI). The Oklahomans surveyed or interviewed are not frequent visitors of Steak 'n Shake. They do not recognize any special qualities that make Steak 'n Shake stand out. According to Steak 'n Shake's Web site, no additional franchising opportunities are available in Oklahoma.

Targets for each market:

- o Edmond: 25-35, families with elementary-aged children
- o Midwest City: 45 and older, most are retired, have grandchildren and take family members here
- o Broken Arrow: 35-45, working adults during the lunch hour
- o Tulsa: 35-35, working adults during the lunch hour

Methods used to reach these markets:

- o Direct Mail (Coupons and inserts will be effective)
- o Billboard (Will be effective in the high traffic areas of Tulsa and Oklahoma City)
- o Newspapers (small advertisements and press releases will be put in all local newspapers.)

Position/Concept/Message:

Twister Tising's position is promoting better service and friendly ambiance. This tactic will differentiate it among fast food places in the area. A '50s theme will be used. Our message will be that Steak 'n Shake offers great quality and better service. The message will emphasize family togetherness by incorporating the "model family" style of the 1950s.



PROBLEMS AND OPPORTUNITIES

SWOT Analysis

Strengths

- Higher quality burgers and shakes
- Located in 22 states
- Unique variety of milkshakes (Side-by-Side)
- Customizable burgers
- Uses real china, glass and flatware
- Competitive pricing

Weaknesses

- Cook-to-order food
- '50s style may not resonate with all audiences
- Losing market share
- Awareness
- Longer wait for fast food



Opportunities

- Growth/expansion to the Northwest
- Can easily go to a smaller town, where there is less competition
- Food delivery
- Buying Western Sizzlin'

Threats

- Economy/more people eating at home
- Numerous places sell burgers
- Has not differentiated itself between diner style or fast food style



MARKETING STRATEGY

Twister Tising's marketing strategy increases Steak 'n Shake's awareness by 10 percent in each of the Oklahoma markets, a 50 percent awareness of current promotions and 15 percent increase in social media use. The campaign's advertising and public relations brings the '50s theme alive by using inspiration from the decade.

Our advertising is inspired by the 1950s. The media uses billboards, newspapers, direct mail and gas station pump signage.

To emphasize our '50s theme, we include lingo and graphics from the decade, '50s paraphernalia, '50s clothing and fads and references from the movies and songs of the time.

The '50s inspired Web site has informational links for Steak 'n Shake, including fun '50s facts and games.

The special promotion days allow customers to get a taste of what Steak 'n Shake was like 60 years ago. The employees wear '50s-inspired clothing and the diner will be decorated in '50s decor.

The promotions and advertising correlate with the '50s theme. The expectations of the campaign is successful in all target markets. The success of the campaign is contributed to the interesting and unique theme that can resonate with all four markets.

All forms of media for the campaign create a successful interaction for the execution of the interesting and unique idea.



MEDIA

Objective

Increase awareness of Steak 'n Shake in Edmond, Midwest City, Tulsa and Broken Arrow by 10 percent.

Strategy

This campaign addresses the objective with the inclusion of various forms of media, which include billboards, newspaper inserts, gas station pump signage and direct mail, while staying within the \$100,000 budget. Twister Tising has provided a flighting campaign to increase the awareness level of Steak 'n Shake. Billboards provide a continuous base for the campaign while gas station pump signage, newspaper inserts and direct mail change in frequency. The media works directly with the promotions to continue this pattern of flighting.

Edmond

The primary target market is adults ages 25-35, who are married and have children ages 2-17. The secondary target market is students attending the University of Central Oklahoma. The media for the Edmond market includes newspaper inserts and a billboard.

The *Edmond Sun* inserts are 8"x11". The inserts accompany the monthly newspaper from May 2010 to April 2011. The cost is \$35 for each of the 12 runs, totaling \$420.

The campaign also addresses the secondary target in this market. The agency is using 8"x 11" inserts that are placed in the stand next to the University of Central Oklahoma student newspaper, *The Vista*. The inserts will be placed twice a month during the months classes are in full swing. These months are August, September, October and November of 2010; and January, February, March and April of 2011. The total cost is \$4,480.

The billboard can be seen on I-35 near East Waterloo Road. The billboard is 48'x14'. The total cost is \$12,000 with a one-time vinyl and installation fee of \$600. The billboard occupies this location for 12 months, from May 2010 to April 2011.



MEDIA

Midwest City

The target market is adults aged 45 and older. Twister Tising is hitting this audience with various media including newspaper inserts, direct mail and gas station pump signage.

The newspaper inserts are running in the *East Word* beginning the second Thursday of every month from May 2010 to April 2011. The inserts are 8"x11" and cost \$100 for every 1,000 inserts. Seven thousand inserts is an adequate amount to cover the Midwest City area once a month.

The direct mail reaches the target market the first Monday of August, September and October of 2010. The direct mail size is 4.25"x5.5". The direct mail contains a coupon for a half-off shake. The cost is \$1,956 when calculating a 2 percent return.

The gas station pump signage is located at various convenient stores in the Midwest City area during the months of June, August, October and December of 2010 and February and April of 2011. The 12 gas pump advertisements are \$130 per month, totaling \$9,360. The signs are 2'x1' and are placed on the top of the pumps.

Tulsa

The target market is adults aged 25-35 with children aged 2-17. The secondary target is working adults aged 35 and older. Twister Tising is using newspaper inserts and a billboard.

The newspaper inserts are running in *Union Boundary* in Tulsa. The *Union Boundary* is distributed to every household within the Union school district. The size of the inserts is 8"x11" and the cost is \$5,644. The inserts run the second Saturday of every month from May 2010 to April 2011.

The billboard can be seen on the Broken Arrow Expressway located in Tulsa. The billboard is a standard 48'x14'. The total cost is \$13,500 with a one-time vinyl and installation fee of \$600. The billboard occupies this location for nine months, from May 2010 to February 2011.





MEDIA

Broken Arrow

The target market is adults aged 35-45. The secondary market is adults aged 45 and older. Media in the area includes newspaper inserts, direct mail and billboard.

The newspaper inserts are running in *The Broken Arrow Express*. The Broken Arrow Express is distributed to every household within the Broken Arrow Public School district. The size of the inserts is 8"x11" with a cost of \$1,958. The inserts run the second Saturday of every month from May 2010 to April 2011.

The direct mail reaches the target market the first Monday of each month. The months include August, September and October of 2010. The direct mail size is 4.25"x5.5". The direct mail contains a coupon for half-off shakes every Sunday beginning in August until the end of October. The cost is \$1,956 when calculating a 2 percent return.

The billboard is located on the Broken Arrow Expressway in Broken Arrow. The billboard is a standard 48'x14'. The total cost is \$18,000. The billboard occupies this location for 12 months from May 2010 to April 2011.

Media Conclusions

Twister Tising's media choices have been carefully researched, arranged and planned to reach the target audience in the most cost-efficient way with the given budget. Using various forms of media in all four markets, we are efficiently reaching our target. Twister Tising is confident that this media plan is the best implementation available for the Steak 'n Shake campaign.



Location	Media	Reach	Frequency	Impressions
Edmond	<i>Edmond Sun</i>	26	2.0	3,380
	<i>The Vista</i>	85	4.0	15,000
	Billboard	82	2.0	3,940
Midwest City	<i>East Word</i>	70	2.0	7,000
	Direct mail	36	7.0	7,500
	Gas pump signage	56	5.0	21,000
Tulsa	<i>Union Boundary</i>	47	2.5	12,318
	Billboard	44	3.6	6,640
Broken Arrow	<i>Broken Arrow Express</i>	77	2.5	2,967
	Direct mail	58	7.0	7,500
	Billboard	82	11.2	3,040



MEDIA

Flowchart



CREATIVE

Creative Strategy

Based on conversations within our focus group, we came to understand that the unique atmosphere, high-quality ingredients and impeccable customer service are Steak 'n Shake's best attributes. With this acquired knowledge, Twister Tising chose to incorporate these elements into our creative strategy. The atmosphere was important to the consumer, therefore we decided to emphasize the already existing 1950s theme.

Creative Implications and Restrictions

Twister Tising decided to use mostly print media because the exploitation of the '50s theme is well-translated visually. Vivid colors are needed in print because of the showcasing of the food and the contrasting red, black and white theme colors. We decided to create ads for direct mail, billboard, at-the-pump print, newspaper, in-store posters and Web. We decided against in-newspaper advertising because of the color distortion and radio because of the lack of visibility of the product and theme. Instead, we created two newspaper inserts that can be printed in full-page color to display the food.

Creative Executions - Web site : bringing50sback.com

This Web site is designed to be part of our marketing strategy. It is inspired by the 1950s theme and provides customers with a variety of functions. It allows them to gain more insight into the 1950s by means of trivia and lingo, as well as design what they would have looked like if they were alive in the '50s. Fun and important food facts are also embedded on the site for those who are curious. Promotions are on the site as well, such as "Sunday Sippable Sundae" and "Create-A-Shake Competition." There is a link for customers to contact the Steak 'n Shake staff, as well as links to Facebook and Twitter.

The screenshot shows the homepage of the website 'bringing50sback.com'. The header features the Steak 'n Shake logo and the title 'Fun with the '50s'. The main content area has a red background with a black and white checkered border. In the center, there's a graphic of a red 1950s-style convertible driving on a winding road that leads to a large, appetizing cheeseburger and a side of fries. Below the road, several sundaes are displayed in small bowls. To the left, a sidebar contains a vertical list of links: Home, 1950s Trivia, 1950s Lingo, You in the '50s, Create-A-Shake Competition, Sunday Sippable Sundae, Fun Food Facts, Add us on Facebook!, Add us on Twitter!, and Contact Us.



CREATIVE

Billboard - 48' x 14'

This billboard can be seen on the Broken Arrow Expressway located in Tulsa. The 1950s theme that Steak 'n Shake portrays inside its restaurants is exhibited here by using a checkered border at the top, a '50s-style billboard in shape with light bulbs around its border. This particular ad focuses on Steak 'n Shake's superior dine-in service, as demonstrated by the platter in hand underlying the phrase, "n Superior Service!"



Billboard - 48' x 14'

This billboard can be seen when driving into Edmond on I-35 near East Waterloo Road. The 1950s theme is exhibited here by using the song, "Shake, Rattle and Roll" originally recorded by Big Joe Turner, as a reference from that time period. The checkered border is also featured at the top. This particular ad focuses on Steak 'n Shake's assortment of shakes.





CREATIVE

At-the-Pump Print - 2'x 1'

These gas station ads can be seen at various convenient stores in the Midwest City area and are placed above the gas pumps. The 1950s theme is exhibited here by use of a '50s-style checkered dining border at the top. This ad focuses on the low prices that Steak 'n Shake has. In particular, it deals with one of the four meals under \$4, "The Steak 'n Shake Meal."

Fill up for under \$4!

This Double Steakburger with cheese served with our thin and crispy fries is one of four meals under \$4.

Come find out what the others are!

7181 Southeast 29th Street

Steak 'n Shake
FAMOUS FOR
STEAKBURGERS

At-the-Pump Print - 2'x 1'

The 1950s theme is exhibited in this ad by tying in dine-in service with the '50s atmosphere inside Steak 'n Shake. The checkered border at the top also is a trademark '50s style. It focuses on their Side-by-Side Shakes.

Where can you listen to '50s music while slurping on a Side-by-Side Shake?

Choose your 2 favorite flavors and we'll combine them both in one glass, side by side!

7181 Southeast 29th Street

Steak 'n Shake
FAMOUS FOR
STEAKBURGERS



CREATIVE

In-store Poster - 2" x 3"

This poster will be displayed inside Steak 'n Shake's windows. It incorporates the 1950s theme by using the '50s phrase, "Ya dig?" which translates to, "Do you understand/approve?" It focuses on their four meals under \$4, in particular "The Steak 'n Shake Meal."

The poster features a black and white checkered border at the top. Below it, the text "4 MEALS UNDER \$4" is displayed in large, bold, red and white letters. A double cheeseburger with lettuce and tomato is shown next to a serving of french fries on a white plate. At the bottom, the word "Ya dig?" is written in large, stylized red letters. Below that, a smaller line of text reads "Each meal comes with our thin and crispy fries." The Steak 'n Shake logo is at the bottom right.

4 MEALS UNDER \$4

Ya dig?

Each meal comes with our thin and crispy fries.

Steak 'n Shake



CREATIVE

In-store Poster - 2" x 3"

This ad incorporates the 1950s theme by using the '50s phrase, "That's what's buzzin, cuzzin!" which translates into, "That's what's new!" It focuses mainly on Steak 'n Shake's variety of hand-dipped milk shakes for the price of \$2.99.

HAND-DIPPED Milk Shakes
for only \$2.99.

Did we mention they are
made with real milk?

**That's what's
buzzin, cuzzin!**





CREATIVE

Direct Mail Postcard - 4.25" x 5.5"

This is the front of a direct mail postcard being sent to homes in Broken Arrow, which incorporates the 1950s theme with an image of a couple dressed in '50s attire, sharing one of Steak 'n Shake's Side-by-Side Shakes. The postage is paid.





CREATIVE

Direct Mail Postcard - 4.25" x 5.5"

This is the back of the previous direct mail postcard that includes a coupon. It entices the customer to visit Steak 'n Shake on Sunday, being eligible to receive a shake for half the price. Lingo and phrases from the 1950s are also incorporated into this advertisement.

Dear shake lover,

You are invited to join us every Sunday to enjoy your favorite shake for half the price! Choose between a Fruit 'n Frozen Yogurt, our Classic Shake or any two-flavor Side-By-Side, all of which are made with real milk.

All you need to do is make the scene this Sunday! So, don't be a square; come on down to Highway 51 & Elm/161. See ya there!

- Steak 'n Shake Staff

**1 / 2 Price Shake
every Sunday!**



Limit 1 free shake per person.



CREATIVE

Direct Mail Postcard - 4.25" x 5.5"

This is the front of a direct mail postcard being sent to homes in Midwest City, which incorporates the 1950s by using the '50s word, "dibs" which translates to, "a claim." This piece focuses on their variety of shakes. The postage is paid.

Get dibs on a
50% off real-milk shake...

First Class Mail
U.S. Postage Paid
Midwest City, OK
Permit No. #

NAME
STREET ADDRESS
CITY, STATE, ZIP



CREATIVE

Direct Mail Postcard - 4.25" x 5.5"

This is the back of the previous direct mail postcard that includes a coupon. It entices the customer to visit Steak 'n Shake on Sunday, being eligible to receive a shake for half the price. Lingo and phrases from the 1950s are also incorporated into this advertisement.

...by simply showing up on Sunday!

That's right, shake lover!

You are invited to join us at Steak 'n Shake to enjoy your favorite shake for half price! Our hand-dipped, real-milk Milk Shakes are available in many different flavors. Add caramel or hot fudge to any milk shake.

All you have to do is make the scene this Sunday and the shake is on us! So, don't be a square; come on down to 7181 Southeast 29th Street. See ya there!

- Steak 'n Shake Staff

Come in every Sunday for
1/2 Price Shake



Limit 1 free shake
per person.





CREATIVE

Newspaper Insert - 8" x 11"

This is a newspaper advertisement which incorporates many 1950s phrases and words into the body copy. The checkered border at the top is also relevant to the '50s theme. It is designated for the Steak 'n Shake in Edmond, targeting UCO students. It deals with shakes and the value of the four meals under \$4.

Dinner, 1950s style!

To make the dining experience a "blast," Steak 'n Shake is bringing back some 1950s lingo!

Exams can be a real "drag." Before you stress any more than you have to, "cool it!" Come by and grab a **hand-dipped milk shake** to shake off those nerves. Since 1938, Steak 'n Shake has offered a variety of flavors of classic, specialty and side-by-side milk shakes, as well as real-fruit fruit smoothies!



Hand-dipped and made with real milk, this chocolate milk shake will make anyone thirsty. Wipe the drool off of your mouth and come see for yourself! Add fudge or caramel for only **49 cents**.

If you don't have much "bread" to spend, Steak 'n Shake offers 4 meals for under \$4! Featured below is **The Steak 'n Shake Meal**, which includes our savory double steakburger served with fries and a milk shake!



Located at 1225 East 2nd Street.



CREATIVE

Newspaper Insert - 8"x11"

This is a newspaper advertisement which incorporates many 1950s phrases and words into the body copy. The checkered border at the top is relevant to the '50s theme. It is designated for the Steak 'n Shake in Tulsa. It deals with shakes and the value of the four meals under \$4, as well as the dine-in atmosphere.

Back to the '50s!

In order to match our dining atmosphere, Steak'n Shake is bringing back some 1950's lingo!



One of our **4 meals under \$4**, ya "dig?"

If you want your kids to quit "bugging" you, bring them on in to Steak'n Shake. They'll "have a cow" after trying our **hand-dipped milk shakes!** Choose from classic, specialty and side-by-side milk shakes, as well as real-fruit fruit smoothies!



Start off the night by taking your "dolly" out to Steak'n Shake before you go to that late-night "flick." With our **1950s in-store atmosphere** and superior service, we're sure she'll get a "kick" out of a dinner for two.



Located at 6136 South Memorial Drive.



PROMOTIONS & PUBLIC RELATIONS

Based on research, Twister Tising knows that consumers care about atmosphere and price. In an effort to further promote Twister Tising's '50s theme campaign, the promotion/PR team created a couple 50 percent off deals to advance the campaign.

The team plans to use coupons, specialty day give-a-ways, a Create-A-Shake competition, social media and 50 percent off deals during happy minutes of each hour. By using the 50 percent incentives and the '50s theme, the consumers relate these elements to the brand.

Promotions

Our promotional efforts will help target both the primary and secondary target audiences. Both audiences will be highly attracted to the discounts.

Create-A-Shake Contest

Participate in the Create-A-Shake contest for a chance to win a year of free desserts from Steak 'n Shake, accessible at the interactive Web site, bringing50sback.com.

The contest allows consumers to upload their ultimate shake creations for a chance to win a year of free dessert at Steak 'n Shake. Consumers can build their own shake at home, using only Steak and Shake's available toppings and enter a picture of their final product to the bringing50sback.com Web site. A list of available toppings can be found on the Web site. The contest will begin in August and end in October. The winner will be announced at the Steak 'n Shake restaurant closest to the winner. That location will also serve free food the day that the winner is announced.





PROMOTIONS & PUBLIC RELATIONS

Sunday Sippable Sundae

In an effort to promote both the '50s theme and the Create-A-Shake contest, Steak 'n Shake will host a promotion every Sunday for three months. Customers can purchase their shake for half the price. This promotion will complement the Create-A-Shake contest from August to October. Steak 'n Shake staff members working on Sundays will also wear '50s inspired uniforms.



Last-Minute Happy Hour

In an effort to increase awareness of the '50s theme and draw in more costumers, Steak 'n Shake will have a Last-Minute Happy Hour, using March and April as test months. This promotion will become permanent if the results are positive during the trial months. Consumers that place their order within the last 10 minutes of each hour will get 50 percent off their meal.

Ex. Order between 4:50-4:59, get 50 percent off your order for each hour of the day.

Public Relations

Our public relations will target our secondary audience and help promote Steak 'n Shake events through social media and local and statewide news.

Social Media

Social media includes an interactive '50s Web site, bringing50sback.com, which plans to use support from Facebook and Twitter. Coupons and special offers through announcements will be distributed through social media sites. Finally, media releases will attract news coverage to the winners of the contest and bring attention to the Steak 'n Shake brand.



PROMOTIONS & PUBLIC RELATIONS

Bringing50sback.com

The Web site will serve as a central hub for the social media sites. Fans and followers on Facebook and Twitter will receive coupons and news concerning the promotions. The ad campaign will include a link to bringing50sback.com where customers can learn fun '50s facts, play games and find out more information about Steak 'n Shake.

Twitter

A Steak 'n Shake Twitter account will communicate to followers upcoming events and promotions, such as coupons, Create-A-Shake entrants and Last-Minute Happy Hour times. The Twitter page can also be used for feedback on both the campaign and company.

Ex. Twitter pitch

- o Check out the newest entry for the Create-A-Shake contest at bringing50sback.com
- o Re-tweet this link bringing50sback.com and win a free shake from Steak 'n Shake.

Facebook

Facebook has a strong emphasis on our secondary target audience. There will be a group and a fan page to help raise brand awareness. Facebook ads bring attention to both the fan page and the group page to send users to bringing50sback.com. Facebook allows us to receive feedback on the campaign and company. Facebook ads promote events such as the Create-A-Shake contest and the Last-Minute Happy Hour promotion.

Ex. Facebook

- o Get a coupon for a free side item from Steak 'n Shake by visiting the Web site, bringing50sback.com.
- o Enter in the Create-A-Shake contest at bringing50sback.com for a year of free dessert from Steak 'n Shake.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue background.

The Twitter logo, consisting of the word "twitter" in light blue lowercase letters on a white background.



PROMOTIONS & PUBLIC RELATIONS

Media Releases:

The team will send media releases to try to obtain local and statewide news coverage of promotional events. Media releases will announce the winners of the Create-A-Shake contest locally and nationally.

Promotions and PR figures:

Based on Steak 'n Shake competitors, Twister Tizing will receive a fan base of 60,000 people between the two social media sites. There will be roughly 2,000 entrants for the Create-A-Shake contest, not including social media fans and followers. Based on these numbers, 2 percent of the social media followers benefit from the promotions, for a total of 3,200 free items given away, with an average cost of \$2 per dessert. This will cost roughly \$6,400. The promotional clothes for the Sunday Sippable Sundae promotion for the Steak 'n Shake employees will cost \$625 and \$360 for promotional material in each store.

Press Release:

TULSA WORLD

THE OKLAHOMAN

MEDIA RELEASE

March 3, 2011



Contact:
Michael Tate
Twister Tizing
michael.tate@okstate.edu
214-676-3981

WINNERS ANNOUNCED FOR THE CREATE-A-SHAKE CONTEST

EDMOND, Okla. — Taste the winner's shake and enjoy free food as Steak 'n Shake announces the winner of the Create-A-Shake contest at the Edmond location on Saturday, October 10 at noon.

After three months of Steak 'n Shake fans creating their own shake masterpieces, the winner will be announced at the Edmond Steak 'n Shake location. After the winner is announced, Steak 'n Shake will be giving away samples of the winner's shake and food for their lunch hour free of charge.

Tara Fizer, head of the Create-A-Shake contest is excited to announce the winner of the contest. The contest has been going on since October and she thinks all the entrants' shakes look very delicious.

"I can't wait to announce the winner and introduce the new shake to our menu," said Fizer. "We have seen many great recipes added to our bringing50back.com Web site and I'm excited for the winning shake to be added to the menu."

Steak 'n Shake has promoted this contest with another promotion, Sunday Sippable Sundae, where Steak 'n Shake offers half-priced shakes on Sundays. The half-priced shakes will remain in effect until the end of the year.



BUDGET

Budget

Steak 'n Shake Budget

Media Costs	\$77,674
Billboard	\$43,500
Direct Mail	\$3,912
Gas Pumps	\$9,360
Newspaper Inserts	
<i>Edmond Sun</i>	\$420
<i>The Vista</i>	\$4,480
<i>East World</i>	\$8,400
<i>Union Boundary</i>	\$5,644
<i>Broken Arrow Express</i>	\$1,958
Promotions/PR Costs	\$7,885
Social Media	\$6,400
Sunday Sippable Sundaes Promotion	\$985
Media Releases	\$500
Production Costs	\$10,441
Contingency	\$4,000
Total Costs	\$99,999





WRAP-UP

Conclusion

Twister Tising's campaign for the Oklahoma Steak 'n Shakes is emphasizing the '50s ambiance. By intensifying and advertising this theme, we are positioning Steak 'n Shake successfully against all competitors in the diner restaurant market. There is a suitable location if Steak 'n Shake were to open a restaurant in Stillwater. According to the Midwest City Steak 'n Shake manager, the restaurants thrive when placed by coffee shops. Twister Tising decided that 121 E. Hall of Fame would be a great spot for the restaurant. There is an available building and it is across the street from a Starbucks. The objectives of our campaign are to create more brand awareness, build a larger customer base and express the quality of the service to the customer. The campaign achieves these objectives through billboards, describing that "service" is the other "S" in Steak 'n Shake, repeating the '50s theme throughout all advertisements and using at least two kinds of media for each location. By using strategic media buying and creative tactics, Twister Tising's campaign will take Steak 'n Shake to the top of the consumer's mind when looking for a burger, shake and great service.





Advertising with a Twist