Introduction

Ace Advertising consists of the best minds in the industry, which is why Ace knows how to get the job done. Emily Purvis and Tyler Schmidt combine their imaginations to develop the creative aspect of Ace.

Emily previously interned at *Brides of Oklahoma* magazine, where she designed and updated their popular blog. She was able to fully nurture her creative mindset through her training with multiple software programs.

Tyler on the other hand, was a straight A student in Copywriting and Layout & Design. He spends his free time painting and engaging in the art of graffiti.

Morgan O'Neill and Tanner Wall let their love for numbers show as they take charge over the budget. Morgan gained valuable experience through her internship with the ALSAC marketing division of St. Jude, where she had to balance numbers daily. Tanner received valuable experience through his internship at Ackerman McQueen and has an extensive background in financial accounting.

To round out the company, Latasha Ellis-Cobb takes control of the media department and Tiffany Farney heads up promotions. Latasha is the only person who admits to loving media plans, which brings a fresh perspective to the company. Latasha was able to increase a lawn maintenance company's business by 30 percent after she developed a media plan for them. Tiffany was recently one of the top students in her Promotional Strategies course and offers a wide array of knowledge with her background in event planning.

Latasha Ellis-Cobb

Tiffany Farney

Morgan O'Neill

Emily Purvis

Tyler Schmidt

Tanner Wall

Steak 'n Shake is a national chain of restaurants known for its steakburgers, milkshakes and an atmosphere that makes one nostalgia for 1950s Americana. There are currently four Steak 'n Shakes in Oklahoma with locations in Broken Arrow, Tulsa, Midwest City and Edmond. The campaigns theme "Remember Now" promotes the idea of families and friends living for the moment and enjoying good food with the ones they love. The tag line of "That's a Fact," provides interesting and unforgettable facts about Steak 'n Shakes' quality menu. Despite its popularity, each location in the state can greatly afford to increase reach over its respective communities. The following plan details the strategy Ace Advertising will take to accomplish its goals and allow Steak 'n Shake to reach a new generation of consumers and establish lifelong bonds.

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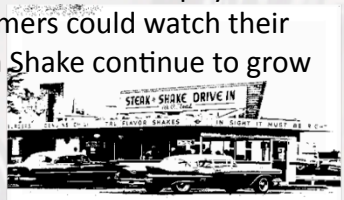
Situation Analysis

History

Steak ‘n Shake was founded in 1934 in Normal, Illinois by Gus Belt who wanted to offset the plethora of chicken restaurants in the area, according to the Steak ‘n Shake Web site. Belt began to add additional restaurants as popularity increased. He purchased a chain of restaurants called the Goal Post and converted them into Steak ‘n Shake restaurants. He added curbside service as well as a counter area for customer convenience.

Many recognize E.W. Kelley as the “modern day” founder of Steak ‘n Shake. Kelley made many improvements to the chain including the removal of menu items that required excessive time to cook, replaced curbside service with a drive-thru option and added red to the standard black and white design to develop a new color theme for the brand, according to the Steak ‘n Shake Web site. Kelley also brought back the original slogan, “in sight must be right” and incorporated this idea into the physical design of the stores, placing the kitchen in the front so customers could watch their food being made. These improvements have helped Steak ‘n Shake continue to grow to include more than 475 restaurants in 22 states.



Products

Steak ‘n Shake offers a variety of menu items including burgers, patty melts, shakes, sandwiches, chicken tenders, salads, desserts and steak franks. However, Steak ‘n Shake is most famous for its original steakburger. The consistency of the steakburger is created by grinding fine steak planks into pucks, which are cooked over a hot grill. Other unique menu items include shoestring fries, which are half the width of the fries typically served in fast food restaurants. The milkshakes are famous for the creamy texture, which is created by using real milk. The vertical shake is split down the middle and offers two different flavors in one glass.

Steak ‘n Shake offers a special dining experience. In addition to having a drive thru, customers can enter the restaurant and be served by a member of the wait staff. The décor is ‘50s inspired with an old-fashion malt shop theme. The colors are black and white with red accents and counter seating is also available.

Advantages

- wait staff
- many stores open 24/7
- real china, glass and flatware
- can watch food being prepared
- inexpensive
- milkshakes are made with real milk
- food is made to order
- patrons can order through the drive thru, at counter or in dining area

Disadvantages

- many food items are unhealthy

Situation Analysis

Edmond, Oklahoma: 1225 East 2nd Street-Edmond, OK 73034-(405)330-1833

Advertising
- coupons are distributed through the newspaper

Promotion
- kids eat free weekends
- happy hour Monday-Friday, 2-4 p.m.

Current Customers
- 18-60 years of age
- families

Competitors:

McDonald's Corporation: 1300 East 2nd Street-Edmond, OK 73034-(405)338-8228

Products: McDonald's is internationally known for its french fries and hamburgers. It ranks number one among all fast food restaurants. These restaurants are family oriented with happy meal toy displays and play areas for kids.

Advantages
- inexpensive
- wireless connection
- Playground for children drive thru
- open 24 hours a day, seven days a week

Disadvantages
- unhealthy
- has become poster child of American obesity

Promotion
- sponsor of the 2010 Winter Olympics

Advertising
- advertising includes national media of: television, radio, magazine, newspaper,
- Outdoor and internet

Current Customers
- families & college students

Old Chicago: 1150 East 2nd Street-Edmond, OK 73034-(405)285-6873

Products: Old Chicago serves Chicago-style pizza, burgers, salads, pastas, desserts and more than 110 varieties of beer. The décor is reminiscent of a Chicago pizzeria.

Advantages
- 12 flat screen televisions
- secluded indoor smoking section
- wireless internet

Disadvantages
- only open until midnight
- smoking section may deter some customers

Promotion
- 10 percent discount to University of Central Oklahoma students, staff and faculty
- happy hour: all day Wednesday, 4-7 p.m. and 10 p.m. to close everyday

Advertising
- television advertisements
- print advertisements – contracts with SSI to advertise in all the Edmond newspapers
- Adair Agency handles national commercials

Current Customers
- college students & young professionals 25-40 years of age

Situation Analysis

Tulsa, Oklahoma: 6136 South Memorial Drive-Tulsa, OK 74133-(918)294-0275

Advertising
- newspaper
- radio

Promotion
- coupons

Current Customers
- 35 years of age and older
- families

Competitors:

Freddy's Frozen Custard & Steakburger: 9311 East 71st Street-Tulsa, OK 74133-(918)249-9991

Products: Steakburgers, milkshakes and shoestring fries similar to Steak 'n Shake are served in this restaurant. The décor is nostalgic of a '50s diner.

Advantages
- popular for steakburgers
- large dessert selection

Disadvantages
- not open 24 hours

Advertising
- print ads
- radio spots

Promotion
- Valentine's Day promotion

Current Customers
- families

Midwest City, Oklahoma: 7181 Southeast 29th Street-Oklahoma City, OK 73110-(405)610-7877

Advertising
- coupons in newspapers

Promotion
- half price shakes & drinks M-F, 2-4 p.m.

Current Customers
- 25-60 years of age
- families

Competitors:

Chili's Grill & Bar: 7141 Southeast 29th Street-Oklahoma City, OK 73110-(405)869-0670

Products: Chili's is a southwestern-themed restaurant that focuses on serving American food inspired by Tex Mex. The store is decorated with local sports team pictures and jerseys.

Advantages
- located in every state so include local memorabilia
- familiarity
- flat screen TV

Disadvantages
- limited menu
- not open 24 hours

Promotion
- two can eat for $20

Advertising
- all advertising done through headquarters

Current Customers
- Families, couples, Tinker Air Force base personnel

Situation Analysis

Broken Arrow, Oklahoma: Highway 51 & Elm/161-Broken Arrow, OK 74014-(918)355-6405

Advertising
- coupons in newspapers

Promotion
- kids eat free weekend

Current Customers
- families

Competitors:

Red Robin Gourmet Burgers: 4801 West Kenosha Street North-Broken Arrow, OK 74012-(405)918-254-4756

Products: This restaurant is famous for its bottomless fries and burger variety. Burgers can be made of meats, poultry and fish.

Advantages
- gourmet burgers with choice of meat "bottomless fries"
- large selection
- listed as "Best Burger" by *Urban Tulsa Weekly*

Disadvantages
- closes at 11 p.m. on weekends

Promotion
- Red Robin VIP promotion

Current Customers
- families & women

Advertising
- advertising done through headquarters
- local print ads

Fuddruckers: 10825 East 71st Street-Tulsa, OK 74133-(918)294-3833

Products: Fuddruckers serve made-to-order hamburgers that can be dressed in a variety of toppings. The eatery also serves chicken and fish sandwiches, as well as salads and a variety of side dishes. The restaurant is decorated in bright colors with barstools and tables.

Advantages
- large portions
- food made to order
- many toppings available for burgers large variety of side dishes

Disadvantages
- not open 24 hours

Promotion
- feed a family of four for $20

Advertising
- advertising done through headquarters

Current Customers
- families

Research

EXPECTATIONS

Ace approached the research efforts with the goal of learning as much as possible about Steak 'n Shake's current business . Most important item was to determine the customer base for each of the Oklahoma stores: who are they--demographics and psychographics—what do they enjoy about Steak 'n Shake restaurants, what could be improved, what draws them to try new restaurants, what media habits do they have, what tone appeals to them most in advertisements, etc. Ace wanted to know everything possible about these customers so that the most appropriate approach to target them would be taken.

PRIMARY RESEARCH

Methods

To better understand the Steak 'n Shake customer, we employed a few different methods. Interviews with the store managers were conducted in each of the four markets to determine their clientele and understand their current marketing efforts. After speaking with store managers, the demographic being addressed was better understood, through surveys and a focus group.

Results

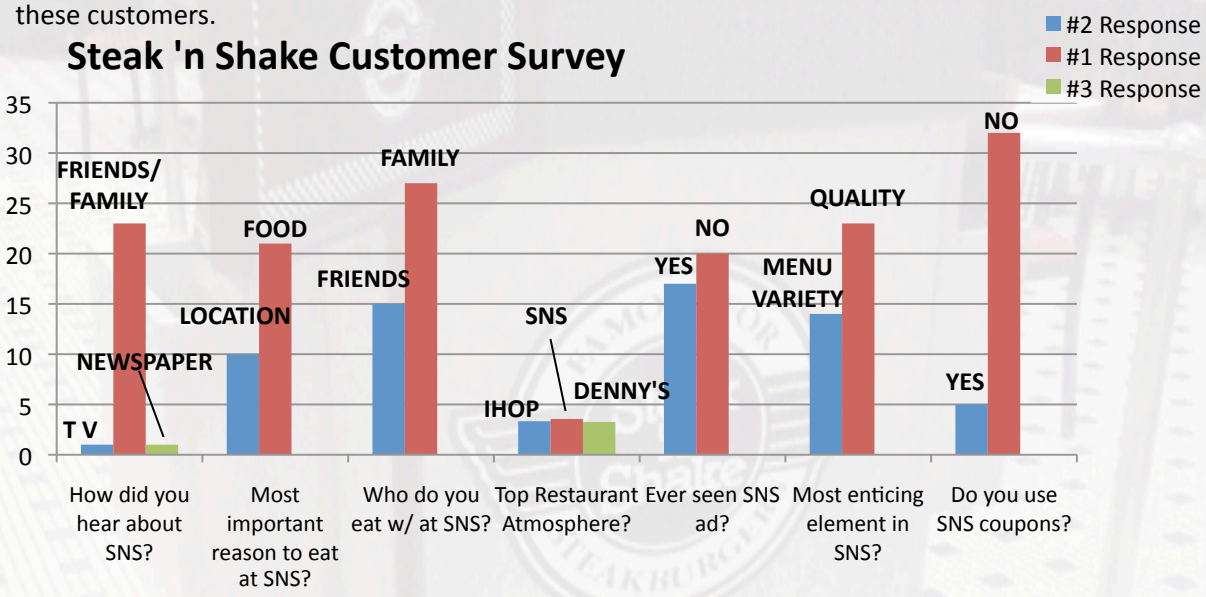
	Store			
	Broken Arrow	**Midwest City**	**Tulsa**	**Edmond**
Interview Date	2/13/10, 2/19/10	2/13/10, 2/19/10	2/13/10, 2/19/10	2/13/10, 2/19/10
Phone number	918-355-6405	405-610-7877	918-294-0275	405-330-1833
Name	Rick Puerez, Eisa Laureles	Phillip Macintosh	Cory Benzel	Anjess Dangol
Position	Store Manager	Store Manager	Store Manager	Store Manager
Current Advertising/ Promotions	Coupons in Sunday Oklahoman, Kids eat free weekends (Kids 12 and under get one free plate per $8 spent)	Coupons in *Sunday Oklahoman*, 1/2 price shakes & drinks M-F 2-4 pm	Mostly newspaper, plans for radio in future	Coupons, Kids eat free weekends (Kids 12 and under get one free plate per $8 spent), Happy Hour M-F from 2-4
Competition (5 mile radius)	Red Robin, Fuddruckers	Chili's, Qdoba	McDonald's, Freddy's, Hooters	McDonalds, Old Chicago, IHOP, Denny's
Why people eat here?	Price & Service (meals average $7.25)	Food & value	Atmosphere, quality, service	Food, kids free deals, service, atmosphere
Age group who you eat with?	Families	25-60, families	35+, families	18-60, families
Distinguishes SNS from others?	Atmosphere/ Ambiance	Drive thru, full service	Atmosphere	Food, service
What type of restaurant is SNS?	Fast/Casual Restaurant			Dine-in, fast food

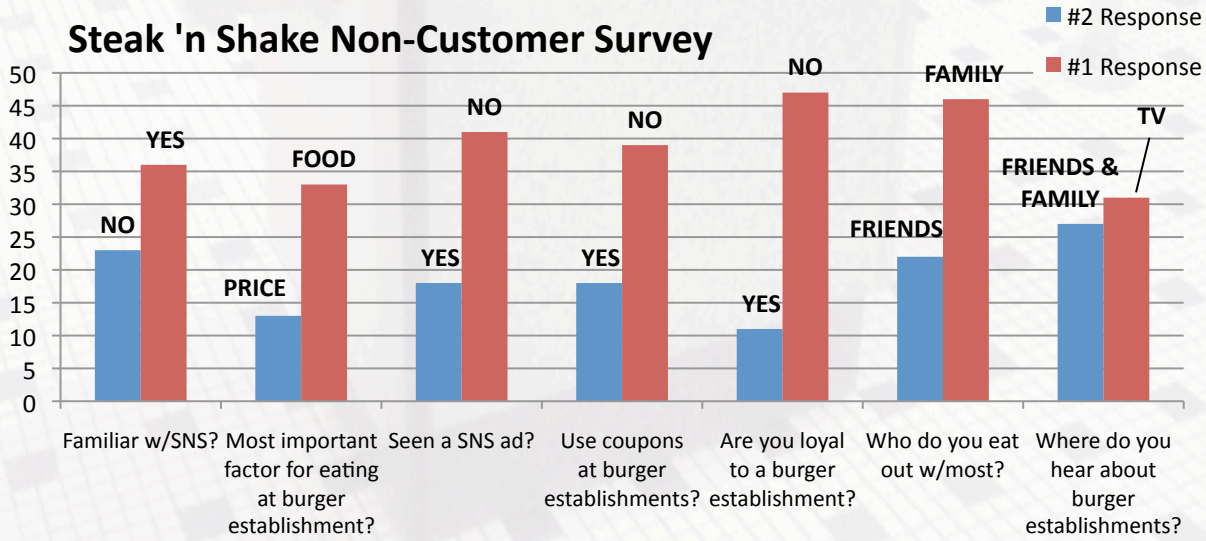
Research

Primary Research Cont'd

Surveys

Two separate surveys were created to better understand current Steak 'n Shake customers and those who have never eaten at Steak 'n Shake. Thirty-three customer surveys and 68 non-customer surveys were completed. These surveys will help to better understand the current customer and prospective customers to target. The surveys will also determine how to reach these customers.





Research

Primary Research Cont'd

Focus Group

The focus group included 11 adults with ages ranging from 26 to 39 years. The gender breakdown was seven women and four men. The participants were asked questions regarding dining out habits, restaurant importance and advertising appeal. Humor was decided to be the most appealing tone for advertisements and the most important aspect of restaurants is food quality. Participants all said family and friend restaurant recommendations were most persuasive. Most participants agreed that they all eat at restaurants with family.

Store Visit

Observed Edmond Steak 'n Shake for two hours.

Notes from visiting Edmond location:

- '50s diner feel with music from the '50s and '60s.
- Service was decent but took awhile to place order with server.
- Mostly families with young children and elderly adults ate at location during visit.

SECONDARY RESEARCH

The primary source for our research about each of our four markets was the Prizm Segmentation System found on Nielsen's "My Best Segments". This system determined the lifestyle groups found within each store's zip code. These lifestyle groups helped to understand each market's needs and behavior when it comes to purchasing.

	Market			
	Midwest City	**Tulsa**	**Edmond**	**Broken Arrow**
Zip code	73110	74133	73034	74012
Population	54,088	370,447	68,315	85,039
Primary Age Group	25-44	25-44	25-44	24-44
Secondary Age	15 & below	45-64	18-24	15 & below
Primary Lifestyle Category	Family Thrifts- from Prizm	New Beginnings- from Prizm	Boomtown Singles- from Prizm	New Beginnings- from Prizm
Lifestyle Details	Young, ethnically diverse parents w/ many kids & entry-level jobs, neighborhoods filled w/ strollers, tricycles, b-ball hoops,	Downscale, younger family mix w/ single parents & adults in transition.	Entry-level jobs, thriving singles scene, pursue active lifestyles	Downscale, younger family mix w/ single parents & adults in transition.

Research

RESEARCH ANALYSIS

According to those surveyed, most consumers find out about burger establishments through television and word of mouth. When asked what Steak 'n Shake could do to stand out from other burger establishments most people said that promoting taste of the food is important. Steak 'n Shake should stress this benefit differences from other restaurants. Some suggestions to do include having special promotional days for different food items and advertising. Many similar answers were given in the focus group and this overlap allows for a better definition of the target and what they are looking for from a restaurant. The following is a breakdown of our markets by primary and secondary target and the best communication strategy for each.

Tulsa Market	
Primary Target	**Secondary Target**
Families with parents 35+	Single 25+
Most effective way to target	**Most effective way to target**
Feel-good atmosphere, good service	Local media, internet
Most effective message	**Most effective message**
Quality dining experience	Value

Midwest City Market	
Primary Target	**Secondary Target**
Families with parents 25-40 & elementary-age children	Families with parents/grandparents 40+
Most effective way to target	**Most effective way to target**
Local media, kid incentives	Local media
Most effective message	**Most effective message**
Food quality	Value for their money, food quality

Broken Arrow Market	
Primary Target	**Secondary Target**
Families with parents 25-40 & elementary-age children	Families with parents/grandparents 40+
Most effective way to target	**Most effective way to target**
Local media, kid incentives	Friend/family recommendation (so must create "buzz")
Most effective message	**Most effective message**
Value for their money	Value, service

Edmond Market	
Primary Target	**Secondary Target**
Families with parents 25-40, grandparents 40+	College students 18-24
Most effective way to target	**Most effective way to target**
Local media, internet	Internet, social media
Most effective message	**Most effective message**
Kid incentives, food quality	Food portions, value for money

SWOT

Strengths

- Popular with Families
- Fast food restaurants with wait staff and real china

Weaknesses

- Distribution limits location of new stores
- Not enough healthy food items

Opportunities

- Big menu
- Chance to gain new customers

Threats

- Competing restaurants that are in local markets
- Competitor's effective advertising

Marketing Strategy

The marketing strategy for the Steak 'n Shake campaign is to increase a higher amount of traffic in each of the four restaurants. The sales are expected to increase ten percent in all of the markets due to the promotional and media plans.

Edmond- In this market foot traffic will be expected to increase due to University of Central Oklahoma students. The media and promotions directed toward this secondary market will cause this expected increase.

Midwest City- In this market foot traffic will increase because of families from the Tinker Air Force Base. The media and promotions directed toward this secondary market will cause this expected increase.

Tulsa and Broken Arrow- In this market foot traffic is expected to increase because of the anticipated attraction by families to the media and promotional strategies.

The previous research proves that word of mouth and unique advertising is the most valuable for the target audience in the markets. The research also shows that families are more likely to eat together at hamburger establishments. The family fun nights should reach a large number of the target audience.

Media

Media Goal

Edmond

The goal for this market is to build loyalty with the existing customer base while targeting a secondary base which is University of Central Oklahoma students.

Midwest City

The goal for this market is to build loyalty with the existing customer base while targeting a secondary base which is Tinker Air Force Base personnel, residents and families.

Tulsa

The goal for this market is to build loyalty with the existing customer base.

Broken Arrow

The goal for this market is to build loyalty with the existing customer base.

Budget

The budget is $100,000.

Target Audience

Edmond

- adults 25-40 years of age who dine with their families.
- secondary market will be college students at the University of Central Oklahoma.

Midwest City

- adults 25-60 years of age who dine with their families.
- secondary market is personnel at Tinker Air Force Base and their families.

Tulsa

- adults 35 years of age and older with families

Broken Arrow

- family units

Geographic Coverage

Local advertising will be utilized to support sales in the following Oklahoma cities: Edmond, Tulsa, Midwest City, Broken Arrow.

Reach/Frequency

Edmond, Midwest City, Tulsa, Broken Arrow: The reach will be 70 percent and the frequency will be 12.

Media Strategies

Target Audience

Edmond

The media that best fits the 25-40 year old demographic is radio and internet.

- ***Rationale:*** This demographic accesses the internet at least once a day. Also, this audience listens to the radio on the way to and from work.

The secondary audience is college students at the University of Central Oklahoma. The media that best fits this demographic is the campus newspaper.

- ***Rationale:*** The campus newspaper staff publishes upcoming events, news and accomplishments of the students. It has a high readership.

Midwest City

The media that best fits the 25-60 year old demographic is radio and internet.

- ***Rationale:*** This demographic accesses the internet at least once a day. Also, this audience listens to the radio on the way to and from work.

The secondary audience is personnel, residents and families at Tinker Air Force Base. The media that best fits this demographic is the air force base newspaper.

- ***Rationale:*** The air force base newspaper staff publishes upcoming events, news and accomplishments of the air force base. It has a high readership.

Tulsa

The media that best fits the 35+ year old demographic is radio and internet.

- ***Rationale:*** This demographic accesses the internet at least once a day. Also, this audience listens to the radio on the way to and from work.

Broken Arrow

The media that best fits family units is internet and radio.

- ***Rationale:*** The radio is often played while families are in the car together. Also, the 25 and older demographic accesses the internet at least twice a day.

Media

Geographic

Edmond

The best media for this city is internet, radio and local newspaper.

- ***Rationale:*** The internet can be used to target audiences in a specific city. Local radio and newspapers are trusted by the target audience.

Midwest City

The best media for this city is internet, radio and local newspaper.

- ***Rationale:*** The internet can be used to target audiences in a specific city. Local radio and newspapers are trusted by the target audience.

Tulsa

The best media for this city is internet and radio.

- ***Rationale:*** The internet can be used to target audiences in a specific city. Local radio is trusted by the target audience.

Broken Arrow

The best media for this city is internet and radio.

- ***Rationale:*** The internet can be used to target audiences in a specific city. Local radio is trusted by the target audience.

Reach/Frequency

Edmond

Internet, radio and newspaper will be used to build reach in the target market. The interactive Web site will be used to build frequency.

- ***Rationale:*** The Facebook ads will be used to specifically target the desired demographic. Radio ads will allow consumers to hear about Steak 'n Shake during the morning drive. Newspaper ads will be used to target the secondary audience.

Midwest City

Internet, radio and newspaper will be used to build reach in the target market. The interactive Web site will be used to build frequency.

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Tulsa

Internet and radio will build reach in the target market. The interactive Web site will be used to build frequency.

- ***Rationale:*** The Facebook ads will be used to specifically target the desired demographic. Radio ads will allow consumers to hear about Steak 'n Shake during the morning drive.

Broken Arrow

Internet and radio will build reach in the target market. The interactive Web site will be used to build frequency.

- ***Rationale:*** The Facebook ads will be used to specifically target the desired demographic. Radio ads will allow consumers to hear about Steak 'n Shake during the morning drive.

Media

Media Tactics

The Steak 'n Shake interactive Web site will be used for all four markets. The site will be active for one year and include separate sections for each store.

Edmond

Internet: Facebook

- The ad will run 2010- January, February, March; 2011-May.
- It will be located in the photo box next to the user profile.
- The dimensions are 110 pixels wide x 80 pixels high.

Radio: KISS 98.9

- Ads will run on KISS 98.9 FM during the Jack and Ron morning show.
  The ads will run in June and August support the ice cream truck promotion.
- The ads will be 30 seconds.

Newspaper: *The Vista*

- *The Vista* is read by the faculty, staff and students of UCO.
- There will be seven freestanding color inserts.
- Fours ads will be placed in August and September when students are returning to campus.
- Three ads will be placed in April and May during final exams when students eat out more.

Midwest City

Internet: Facebook

- The ad will run 2010- January, February, March; 2011-May.
- It will be located in the photo box next to the user profile.
- The dimensions are 110 pixels wide x 80 pixels high.

Radio: KISS 98.9

- Ads will run on KISS 98.9 FM during the Jack and Ron morning show.
  The ads will run in June and August support the ice cream truck promotion.
- The ads will be 30 seconds.

Newspaper: *Tinker Takeoff*

- The *Tinker Takeoff* is the newspaper for Tinker Air Force Base.
- There will be five freestanding color inserts.

Tulsa

Internet: Facebook

- The ad will run 2010- January, February, March; 2011-May.
- It will be located in the photo box next to the user profile.
- The dimensions are 110 pixels wide x 80 pixels high.

Radio: KVOO 98.5

- The radio ads will run in June and August to support the summer ice cream truck promotion.
- The ads will run during the morning drive.
- The ads will be 30 seconds.

Broken Arrow

Internet: Facebook

- The ad will run 2010- January, February, March; 2011-May.
- It will be located in the photo box next to the user profile.
- The dimensions are 110 pixels wide x 80 pixels high.

Radio: KVOO 98.5

- The radio ads will run in June and August to support the summer ice cream truck promotion.
- The ads will run during the morning drive.
- The ads will be 30 seconds.

Flowchart

2010-2011 Media Flowchart

	May				June				July					August				September				October					November				December					January				February					March					April				Cost
MEDIA	3	10	17	24	1	7	14	21	5	12	19	26	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	1	8	15	22	1	8	15	22	29	5	12	19	26	
Internet: Facebook					X	X	X	X																												X	X	X	X	X	X	X	X	X	X	X	X	X					2,000
Internet: Website	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	$1,650
Radio: Oklahoma City	X	X									X	X	X																																								$32,000
Radio: Tulsa	X	X									X	X	X																																								$26,000
Newspaper: *Vista*														X		X		X		X																															X	X	X	$7,350
Newspaper: *Tinker Take Off*	X				X									X				X																																	X			$7,350
PR/PROMOTIONS																																																						
Steak n Shake Truck	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																																				$10,963
Family Nights																																																					$1,825
T-Shirt Promotional														X	X	X	X																																					$495.00
TOTAL																																																					$99,474.00

Creative Strategy

Allow us to introduce you to the face of our campaign, Jasper Chiggins.
He's certainly a character.
Born in 1934 in Normal, Illinois with a keen eye for quality, he always had big dreams.
As a boy, his pappy shared with him the Chiggins family recipe for delicious homemade ice cream and shakes. The crucial element to this recipe was using fresh, pure ingredients in every spoonful.
With this recipe, he started his own business—an ice cream stand in front of the family home.
This stand taught him important skills he would use years later when he met Gus Belt.
Gus had founded Steak 'n Shake years earlier and was most famous for introducing one of the world's best steakburgers and when he met Jasper and tried his delicious ice cream and shakes he knew that was the taste his restaurant was missing.

Now that you know a little bit more about Jasper, let's talk about our tagline.
"and THAT'S a fact"
This tagline was the best fit for our campaign to showcase the reasons why
Steak 'n Shake offers the best quality food. Through exaggerated stories about how menu items are created, customers are educated about the quality while simultaneously being entertained with the humorous nature of the advertisements.
Not only does the tagline incorporate the goal of informing customers about
Steak 'n Shake's various menu items, it also helps better develop Jasper as the voice and authority of the brand.

With Steak 'n Shake's pattern of simplicity and tradition, Ace decided that building a character the company could continue to grow and develop indefinitely rather than introducing a fleeting promotional spokesperson was the best fit. As a cartoon, the character Jasper can not only remain the spokesperson for as long as necessary, but can also be used to appeal to both children and adults across various media platforms.

And THAT'S a fact!

Free Standing Insert

STEAK 'N SHAKE FACTS WITH JASPER

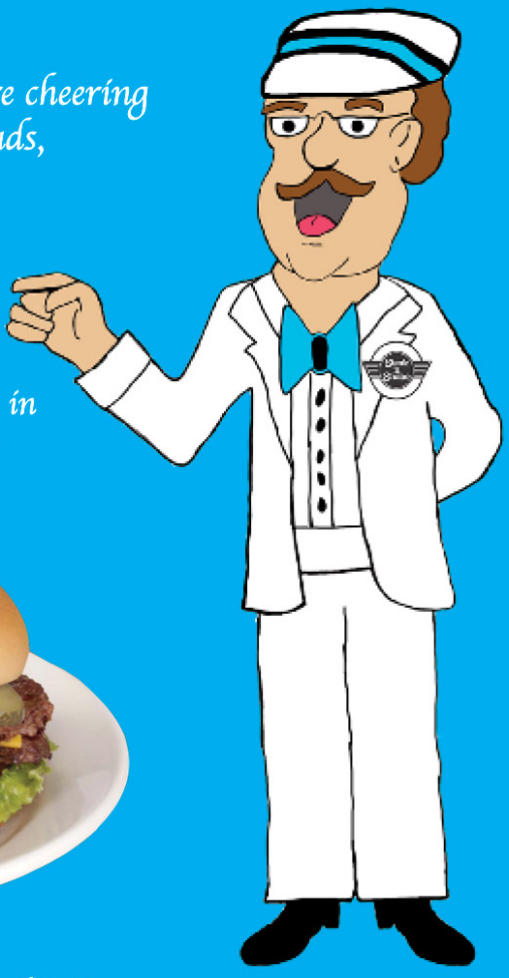
You know people always ask me, Jasper,
what gives Steak 'n Shake burgers that mysterious sizzle?

And I think I've finally determined the best way to explain it,
you see...

It's those flavor bits in the meat that are cheering in anticipation of meeting your taste buds,

and THAT'S a fact!

So warm up those taste buds and bring them in to Steak 'n Shake today for a family reunion



www.oklahomasteaknshake.com

Free Standing Insert

STEAK 'N SHAKE FACTS WITH JASPER

The first drink of a milkshake is always the best, when the rich, creamy flavor hits your mouth and all you can say is "mmmm"

Have you ever thought about how Steak 'n Shake makes that happen?

The key is real milk, from real cows, that keep it real.

In fact, our dairy cows begin each morning with the same song to ensure success...

"...my milkshake brings all the bulls to the yard..."

and THAT'S a fact!

So get your mouths ready and come on by Steak 'n Shake today to enjoy the best milk shake you've had all year...

www.oklahomasteaknshake.com

Free Standing Insert

STEAK 'N SHAKE FACTS WITH JASPER

The first time someone called Steak 'n Shake's fries shoestrings, I was distraught.

Are they really that bad? I thought.
Then I realized it had nothing to do with poor taste, they meant because of the size!

Phew, what a relief!

So don't be misled...
come on by Steak 'n Shake
and have some "skinny" fries,
that don't taste like feet!!

and THAT'S a fact!

www.oklahomasteaknshake.com

Free Standing Insert

STEAK 'N SHAKE FACTS WITH JASPER

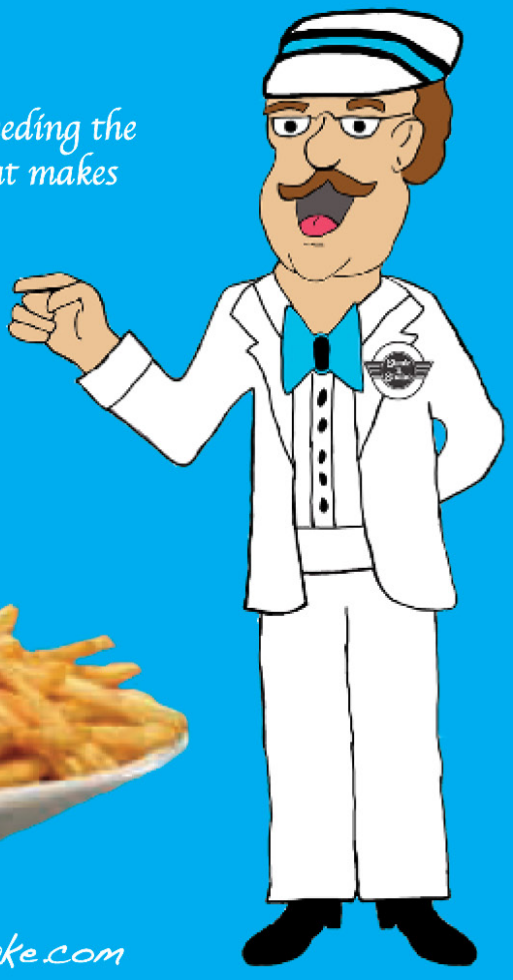
People often wonder, why is Steak 'n Shake the only restaurant that offers delicious steakburgers?

Is it the quality cuts, the seasoning, the cooking style?

to these people I say No, it's simply in the breeding.

You see our cows dedicate their lives to feeding the hungry, and it's this altruistic spirit that makes for one tasty steakburger.

and THAT'S a fact!



So come on by Steak 'n Shake today and show your appreciation by enjoying one of America's finest steakburgers.

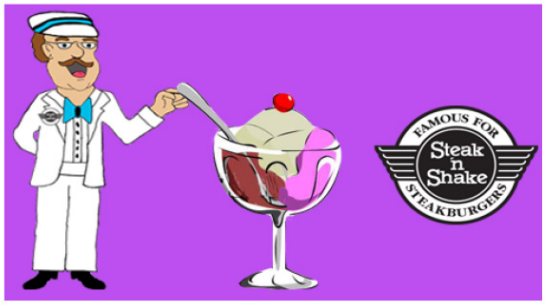
www.oklahomasteaknshake.com

Facebook Ads

Color Your Flavor

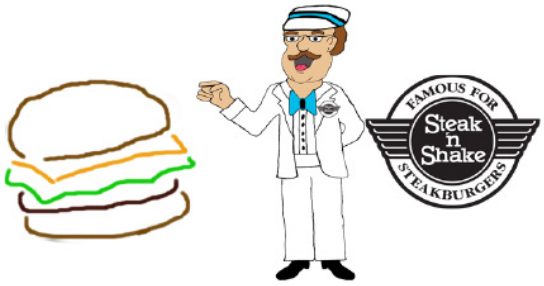
Join us at 501 Stonewood Drive Broken Arrow, OK 74012 on January 28, 2011. For coloring sheets for kids and drawings for meal certificates.

Sundae Social



Join us March 25, 2011 at 1225 East 2nd Street Edmond, OK 73034. As many toppings as you can fit for $2.50.

Test Our Taste

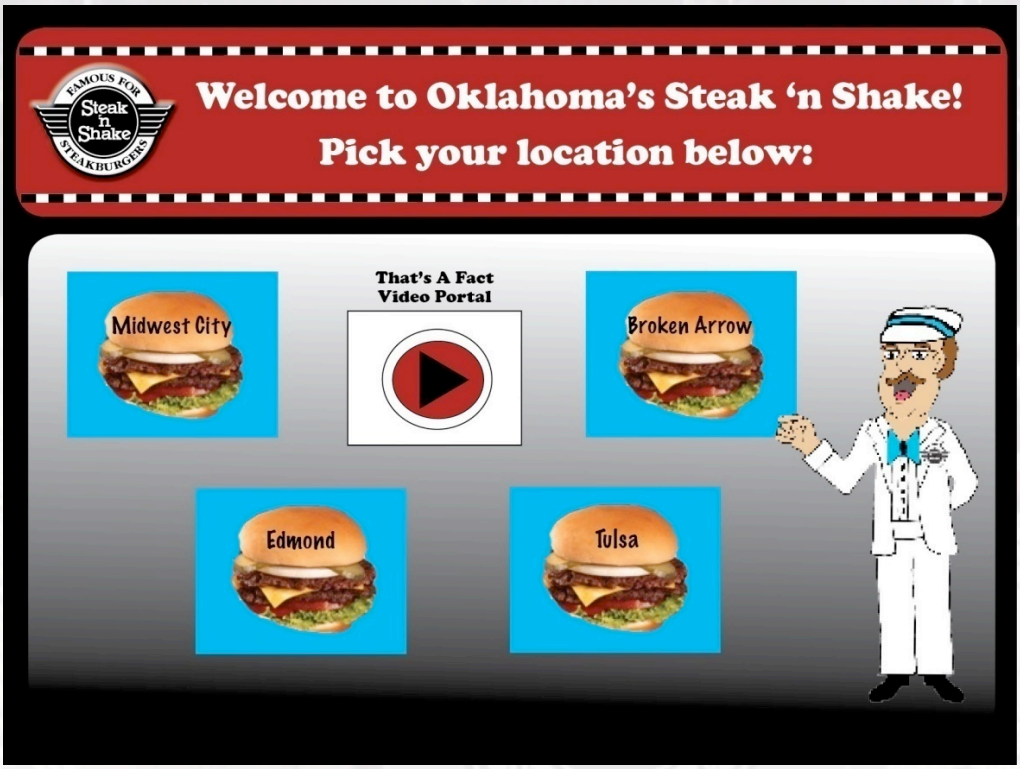


Join us at 7181 Southeast 29th Street, Midwest City, OK 7311 April 29th, 2011. Try 3 new burgers for the price of one and pick the next featured burger.

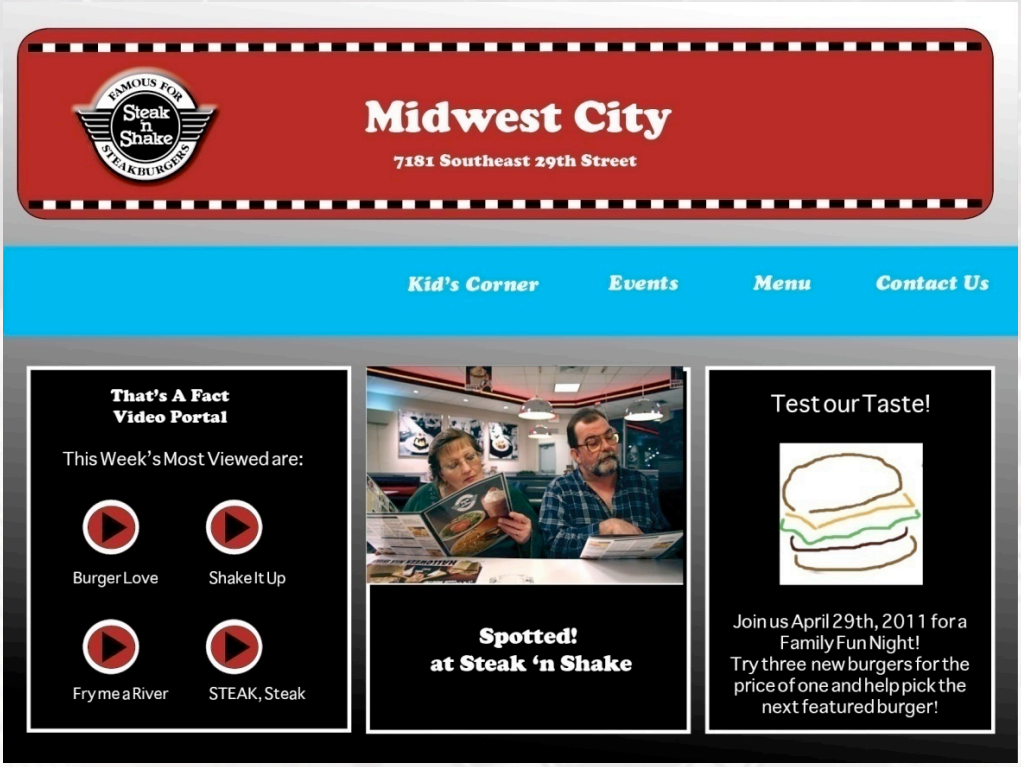
Fun in the '50s

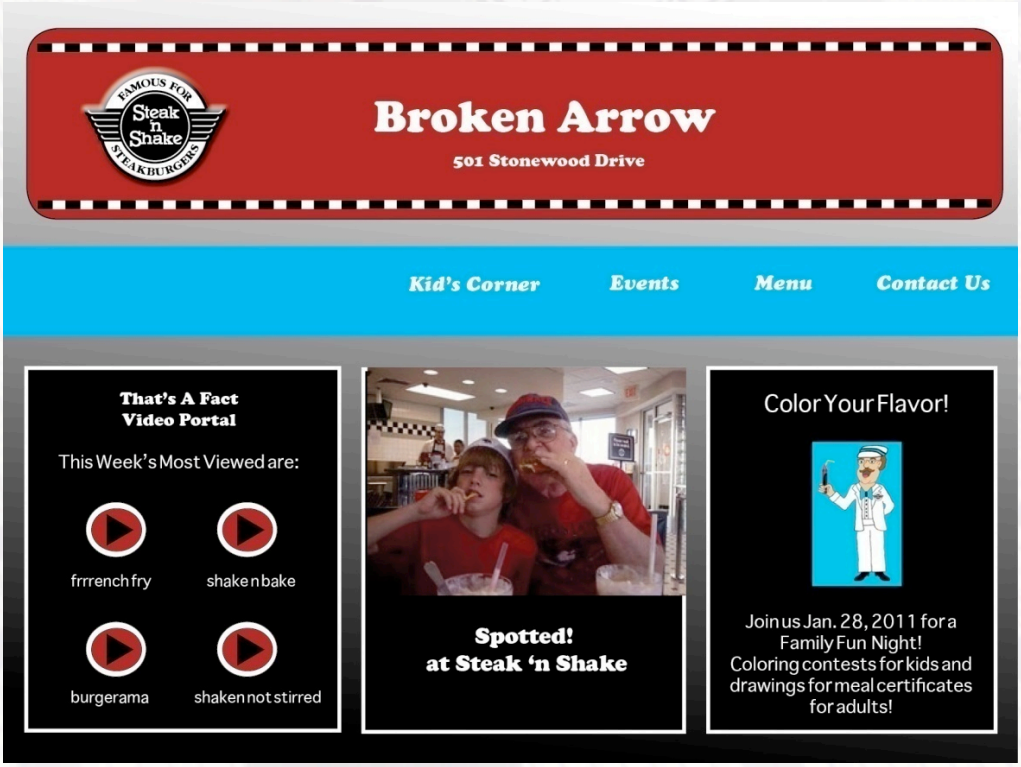
Join us on Feburary 25, 2011 at 6136 South Memorial Dr., Tulsa, OK 74133. Wear '50s attire and get 1/2 off on your meal.

Web site: Home Page & Video Portal



Web site: Pages by Market





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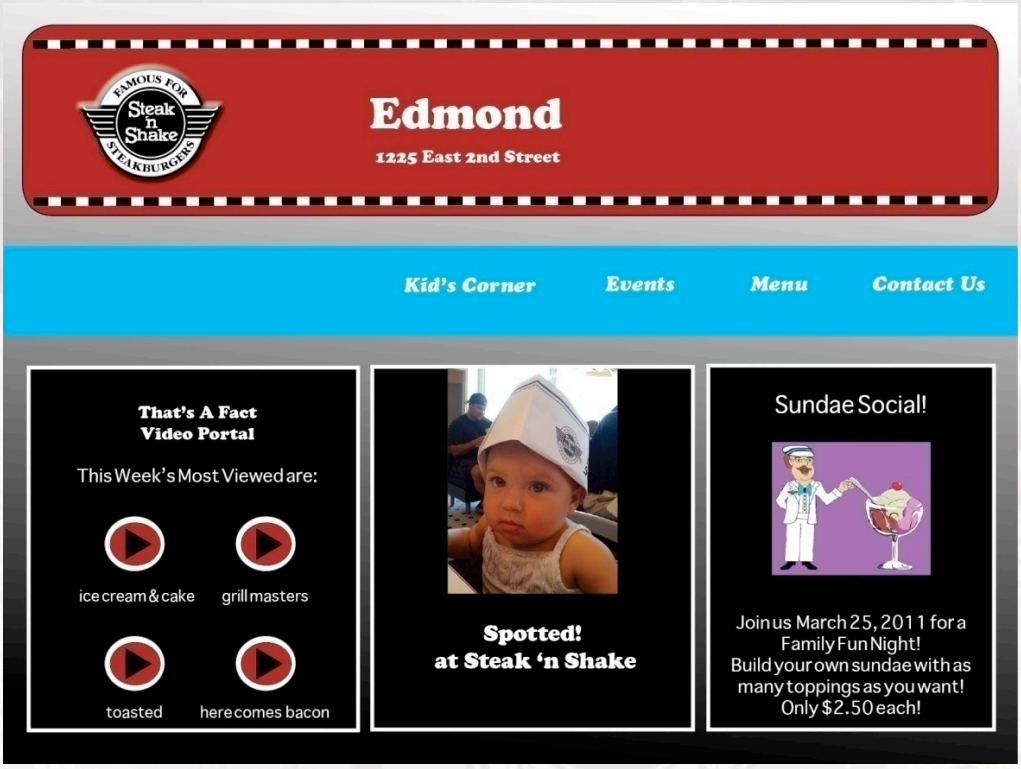
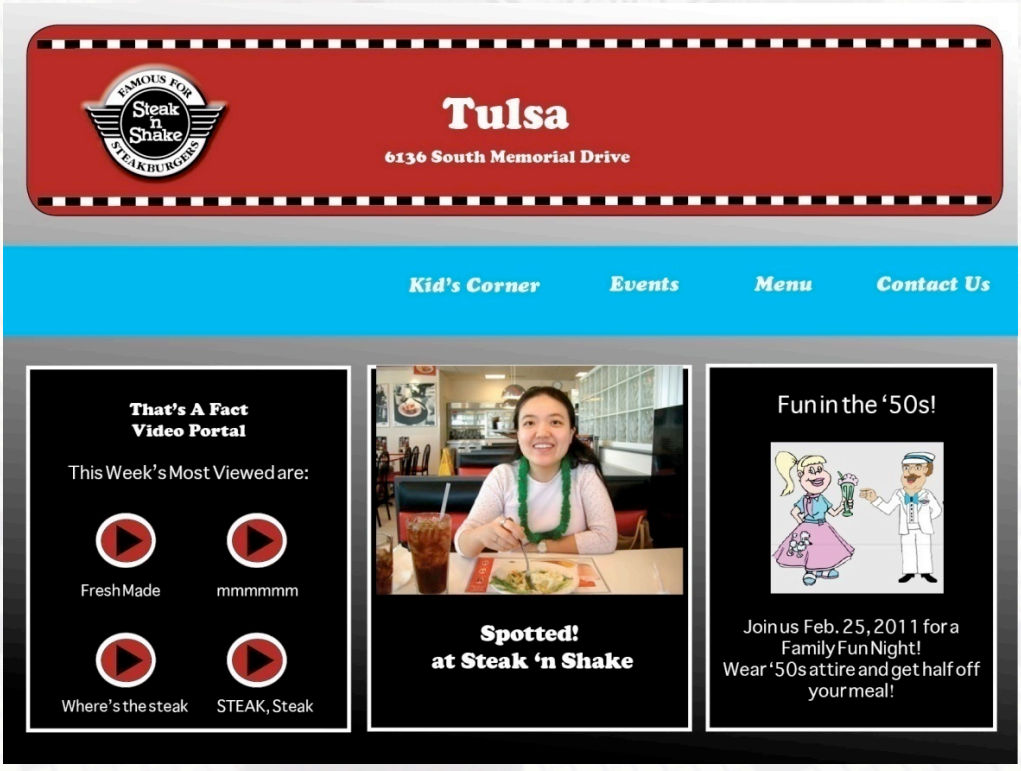




Radio: Reminiscing

THEME:	THATS A FACT	WRITER:	ACE ADVERTISING	
CLIENT:	STEAK 'N SHAKE	DATE:	2/22/10	PAGE 1 OF 1

REMINISCING WITH JASPER CHIGGINS PT 1
(RADIO :30)

DIRECTION	AUDIO
3 SEC.	SFX: SOUNDS OF A TRUCK DRIVING. A SWEET, ALMOST SHY WOMAN'S VOICE "NOW FOR ANOTHER INSTALLMENT OF STEAK 'N SHAKE FACTS WITH JASPER CHIGGINS.
3 SEC	AN OLDER MALE WITH A GENTLE AND WISE VOICE. HIS NAME IS JASPER CHIGGINS "HELLO, JASPER CHIGGINS HERE. THIS IS WHAT YOUR FAST FOOD USED TO SOUND LIKE."
4 SEC.	SFX: OF A BURGER SIZZLING ON A GRILL
4 SEC	JASPER CHIGGINS "THIS IS WHAT IT SOUNDS LIKE NOW."
2 SEC.	SFX: SOUNDS OF A MICROWAVE, THE TIME BEING PUNCHED IN AND THE SOUND IT MAKES WHILE ON.
14 SEC	SFX: OF SIZZLING BURGERS ON A GRILL. JASPER CHIGGINS "OH, CINNAMON AND GRAVY, THAT JUST DIDNT SOUND GOOD AT ALL NOW DID IT? LUCKILY STEAK ' N SHAKE NEVER SOUNDED THAT WAY. NOT SINCE 1934 WHEN THEY WERE FOUNDED. IT STILL SOUNDS THE EXACT SAME. SO HEAD ON DOWN TO STEAK 'N SHAKE AND LISTEN TO THE SOUND OF PERFECTION. STEAK 'N SHAKE."

Radio: Ice Cream Truck

THEME:	THATS A FACT	WRITER:	ACE ADVERTISING	
CLIENT:	STEAK 'N SHAKE	DATE:	2/22/10	PAGE 1 OF 1

JASPER CHIGGINS INTRODUCES ICE CREAM TRUCK (RADIO :30)

DIRECTION	AUDIO
3 SEC.	SFX: SOUNDS OF A TRUCK DRIVING. A SWEET, ALMOST SHY WOMAN'S VOICE NOW FOR ANOTHER INSTALLMENT OF STEAK 'N SHAKE FACTS BY JASPER CHIGGINS.
6 SEC	AN OLDER MALE WITH A GENTLE AND WISE VOICE. "HELLO. JASPER CHIGGINS HERE. THE MILK MAN USED TO DELIVER SMILES BACK IN THE 50S'. NOW YOU GO TO THE SUPER MARKET FOR SOME CALCIUM. BUT YOU KNOW WHAT IVE NEVER SEEN AT THE GROCERY STORE? PURE VERTICAL MILKSHAKES. "
4 SEC.	SFX: SOUND OF A MILKSHAKE MACHINE
10 SEC	JASPER CHIGGINS "I KNOW THAT MAKES YOU GRIN. WELL I'LL BE DELIVERING SMILES ALL SUMMER LONG. JUST GO TO WWW.OKLAHOMASTEAKNSHAKE.COM OR STOP BY YOUR LOCAL STEAK 'N SHAKE FOR AMAZING STEAKBURGERS, VERTICAL SHAKES AND SMILES. JUST COME UP TO THE TRUCK AND GIVE ME ONE INTERESTING FACT ABOUT MILKSHAKES OR STEAKBURGERS AND ILL GIVE YOU A MILKSHAKE AND BRING BACK THAT WONDERFUL SMILE OF YOURS. NOW THATS A FACT. JUST LISTEN FOR ME."
7 SEC.	SFX: SOUND OF A MILKSHAKE MACHINE PLAYING THE TYPICAL SONG HEARD BY AN ICE CREAM TRUCK. JASPER CHIGGINS: "STEAK 'N SHAKE

Promotions/PR

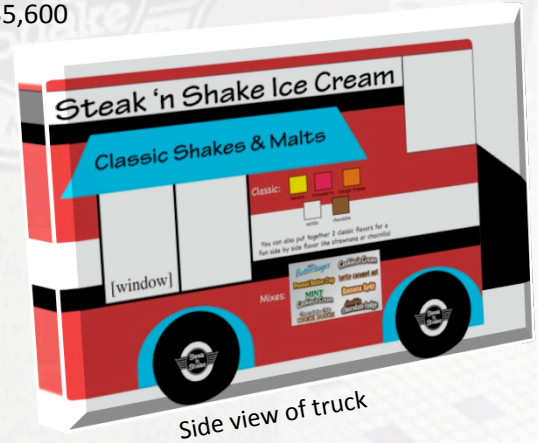
Steak ‘n Shake Promotional Truck
Date/Time: Tuesday-Saturday May & August 4-6 p.m. June/July 1-3p.m.

During the summer months for 16 weeks, a customized Steak ‘n Shake ice cream truck will drive around the four markets giving out free Steak ‘n Shake samples to consumers. The truck will drive around the markets on different days of the week. Small samples of various ice cream products sold in Steak ‘n Shake including root beer floats and vertical shakes. The truck will raise brand awareness and promote Steak ‘n Shake products in the four markets among families with young children. The driver will be an intern. In the future, if Oklahoma Steak ‘n Shake wishes to continue this promotion the following year they can budget to hire a permanent driver. An Oklahoma Steak ‘n Shake twitter account will be created and the driver will tweet the different locations with hints and clues to where the truck is located.

Advertising
- oklahomasteaknshake.com & link on Oklahoma steaknshake.com
- 30 sec radio spots for two weeks in May and two weeks in July
- Facebook banner ads in May
- Oklahoma Steak ‘n Shake Twitter

Estimated Costs
- 1998 E Series Ford High top ice cream truck: $5,600
- Gas (3520 miles for 16 weeks): $528
- Custom design/paint: $4,000
- Commercial Insurance (4 months): $170
- Ice cream truck Permit: $165
- Food samples/supplies: $500
  cups, spoons, ice cream

Total: $10,963



Side view of truck

Side view of truck

Back of truck

Promotions/PR

Family Night

Date/Time: January-April last Friday of month 6-8 p.m.

The Oklahoma Steak 'n Shakes will host family theme nights January through April. These events will promote Steak 'n Shake as a fun place where families can make memories and eat great food. Each market will hold a different family night, which will cater to the markets target message. Promotional Steak 'n Shake family night cups will be given to all customers during the events. Decorations will include balloons with Steak 'n Shake logo, which will be placed in and outside the stores. An Oklahoma Steak 'n Shake twitter account will tweet about the events and its details.

Details of the family night include:

Midwest City: Test our Taste- try three new burgers vote on best one. The top voted burger will become a special on the Midwest City menu. Friday, March 25.

Tulsa: Fun in the '50s- (Wear '50s attire and get ½ your meal, '50s photo stand up (pictures will be posted on oklahomasteaknshake.com under Midwest City link). Friday, February 25.

Edmond: Sundae Social- ice cream sundae bar $2.50 per person. Friday, April 29.

Broken Arrow: Color your Flavor- random drawings for free meal certificates priced at $5 and coloring sheets for kids. Friday, January 28.

Advertising

- Event details on oklahomasteaknshake.com
- Facebook banner ads January – March
- Oklahoma Steak 'n Shake Twitter
- Oklahoma E-club members will be sent an e-mail a week before each event with details
- Vinyl banner ads will be placed in front of each Steak 'n Shake stores
- Flyers will be sent to daycares, children's gyms and YMCA's in each of the markets

Estimated Costs

- Helium tank (four): $400
- Balloons with SNS logo (200): $72
- Fliers (600): $300
- Family Night cups (700): $400
- Prizes/Food Giveaway Specials: $700
  5 free $5 meal certificates given away at each event
  small food samples (250 people)
- '50s Photo Stand: $30
- Vinyl banners (4): $486

Total: $2,388

Promotions/PR

T-Shirt Promotional
August –September

T-shirts will be created with the Steak ‘n Shake logo, “and That’s a Fact” man and oklahomasteaknshake.com on them. Free-standing inserts will be placed in *The Vista* at UCO. The inserts will advertise that 24 UCO students are wanted to wear Steak ‘n Shake shirts around town and campus. The participants will be given a three free Steak ‘n Shake meals. Limit one per week with a price cap of $5. Must wear shirt when they come to Edmond store to claim free meal. Students can take pictures in their Steak ‘n Shake shirt and post them to oklahomasteaknshake.com/Edmond Web site. The T-shirt promotional will raise brand awareness and reach students on the UCO campus in Edmond. The T-shirts wearers will be walking advertisements for Steak ‘n Shake. If requests are made for more shirts from customers then Steak ‘n Shake can choose to create more shirts and perhaps sell them for a low price within the store or online.

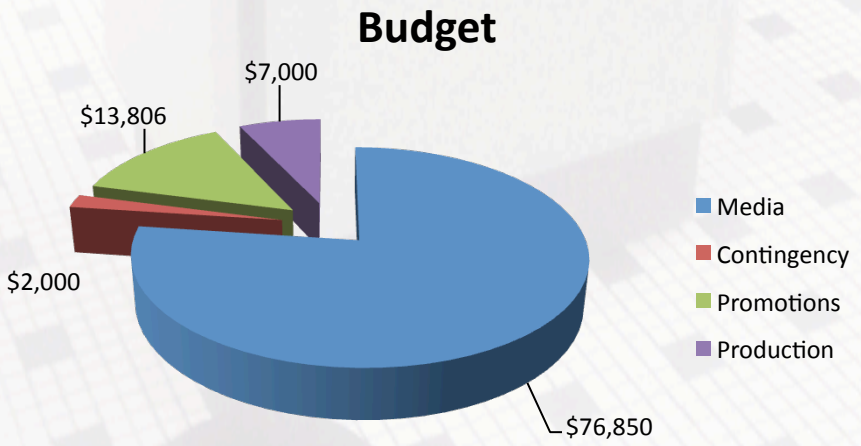
Advertising
- free-standing inserts in *The Vista*

Estimated Costs
- T-shirts (24): $95
- Food Giveaway (2 free meals per student): $360

Total: $455

Budget

	Cost
Media:	
Facebook Banner Ads:	$2,000
Web site:	$1,650
Radio:	$58,500
Newspaper:	$14,700
Media Total:	*$76,850*
Promotions:	
Family Fun Night:	$2,388
Ice Cream Truck:	$10,963
T-shirts:	$455
Promotions Total:	*$13,806*
Total:	*$90,656*
Production Costs:	$7,000
Contingency:	$2,000
Total Budget:	**$99,656**



Wrap-up

Ace Advertising's campaign for Steak 'n Shake, a restaurant specializing in steakburgers, milkshakes and classic Americana food, revolves around the theme of "Remember Now," while using the tagline of "And that's a fact!" in each advertisement. By utilizing the different media vehicles, Ace will be able to gain a larger customer base primarily through their acquiring of new consumers, but also through reconnecting with their former customers. The campaign will primarily focus on families by establishing itself as a family-friendly restaurant that offers an experience much different from its primary competition such as McDonald's, Freddy's, Red Robin and Fuddruckers. We decided to focus primarily on families because our extensive research into current and potential customers through means such as focus groups and surveys revealed that a large majority dined with their family. Ace advertising is the company best equipped for handling Steak 'n Shakes campaign because of the wide-array of experience our team brings to the table as can be seen through the creative and original campaign they have established for the company.

Ace advertising believes a Steak 'n Shake should be placed on the corner of Perkins and sixth street in Stillwater, OK.

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