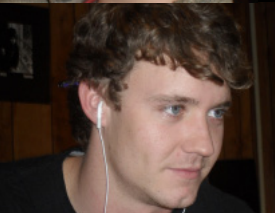


MONROE AND HOF INC.
SC 4843 STRATEGIC COMMUNICATIONS CAMPAIGN
SPRING 2011





THE INTRO

YOU SHOULD MEET THE TEAM.

WE ARE PRETTY ROCKIN'.

ASHLEE HARRIS
CREATIVE, COPYWRITING
AKA **CHOCOLATE THUNDER**

STEVEN KOCHENOWER
RECORDER, RESEARCH
AKA **ANIMAL HOUSE**

SAM SEBO
RESEARCH
AKA **SMOOTH OPERATOR**

JAMES MCCALISTER
RESEARCH, PROMOTIONS
AKA **THE INVENTOR**

CLINT GIWER
CREATIVE PRODUCTION
AKA **NIGHT OWL**

TYLER ANDREW
MANAGER, PR AND PROMOTIONS
AKA **SILENT BUT DEADLY**

**MEET THE CLIENT, TOO.
WHITE CASTLE.**

White Castle is the first American fast food hamburger restaurant chain. It's located in 11 states and found in the eastern part of the United States. In 1921, Billy Ingram started the first White Castle in Wichita, Kansas. While the chain offers many menu items, it is famous for its sliders. This 2-inch onion burgers have won the hearts and the stomachs of Americans for over 90 years. Did you know White Castle has been cooking these hamburgers the same way since 1921? Amazing, right? Over time, White Castle has evolved into a pop culture phenomenon gaining many loyal followers and enthusiasts. We think it's time Oklahoma got in on this White Castle phenomenon.

SO WHAT'S THE DEAL?

It's a dog-eat-dog, or better yet, a hamburger-eat-hamburger world out there. But, we have developed a plan of creative genius backed by some serious, intense research to bravely launch White Castle into the Oklahoma market.



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AND A FEW CONDIMENTS

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SITUATION ANALYSIS

WHAT'S REALLY GOING ON?

THE CLIENT

ISSUE

White Castle does not currently have any restaurants in the Oklahoma area. The company needs proper advertising and promotions to develop awareness of the restaurant's arrival in the area, as well as creating community support, competition differentiation and securing future loyal customers.

COMPANY BASICS

White Castle is known as the first fast food hamburger chain in the U.S. It is best known for its delicious onion hamburger sliders. Billy Ingram opened up the first restaurant in 1921 in Wichita, KS. The chain is now headquartered in Columbus, Ohio. The stores are uniquely shaped like castles and are open 24 hours a day.

MONEY IN THE BANK

White Castle's revenue in 2009 totaled \$630.6 million, with \$544.4 million coming from its company-owned restaurants and the other coming from its frozen products.

MARKETING THEN AND NOW

The original slogan was "Buy Em By The Sack." The company sought to reach families by advertising in newspapers and offering coupons. However, more recently, White Castle has been using the slogan, "What You Crave," to promote its products. After the release of "Harold and Kumar Go to White Castle," White Castle became increasingly popular with younger customers. This insight has led White Castle to an increase in social media and interactive web promotions.

THE CUSTOMER

GENERAL FAST FOOD CUSTOMER

White female, 18-49, college education, household income of \$75,000-100,000 in the Midwest. Best medium to reach them is outdoor, Internet and magazines.

WHITE CASTLE CUSTOMER

Black males, 18-34, high school graduate, engaged or never married, household income of \$50,000-\$59,000, live in the Midwest, children 2-5yrs old. Best medium to reach them is magazine (*Chicago Tribune, Ebony*) and TV. Their purchase decisions are based more on price and proximity rather than quality and service.

STILLWATER

College students, 18-24, both male and female. Stillwater population waxes and wanes depending on the time of year since college students make up a majority of the population.

OKC

The area is a big market and has plenty of schools. The north side of town has the \$75,000 + income.

TULSA

Tulsa has a plethora of markets. It has at least two private colleges that bring in people from across the nation.





SITUATION ANALYSIS

WHAT'S REALLY GOING ON?

THE BIG COMPETITION

While White Castle has many competitors in the fast food arena, the top dogs in the hamburger making business are definitely:

McDonald's

McDonald's was established by Ray Kroc in 1955.

McDonald's is famous for its burgers like the Big Mac and the Quarter Pounder as well as its fries, chicken sandwiches, soft drinks and desserts. Recently, McDonald's has been serving healthier foods like salads, wraps, and fruit. McDonald's easily attracts customers because of its advertising campaigns, famous fast service and similar dining experience no matter which location a customer eats at.

Wendy's

The first restaurant opened in 1969 by Dave Thomas in Columbus, Ohio. He wanted to create quality food at a fast pace. He appreciated quality so much that he made the slogan, "Quality is Our Recipe." Wendy's is famous for its square-shaped old-fashioned hamburgers, baked potatoes, and Frosty shakes. In 1984, the famous "Where's the Beef" campaign swept the nation. Currently, Wendy's ad positioning is "You Know When It's Real." The company is a part of the Wendy's/Arby's Group, Inc., which is the nation's third largest quick service restaurant company. There is one Wendy's in Stillwater. There are nine locations in the OKC area. There are 13 in the Tulsa area.

Burger King

Burger King was founded in 1953 in Jacksonville, Florida by Keith Kramer and Matthew Burns and was originally called Insta-Burger King. There are 7,300 Burger Kings in the U.S. There nine Burger Kings in both Oklahoma City and Tulsa and one in Stillwater. Since its introduction in 1957, Burger King's signature burger, the Whopper, has been and still is its main attraction.

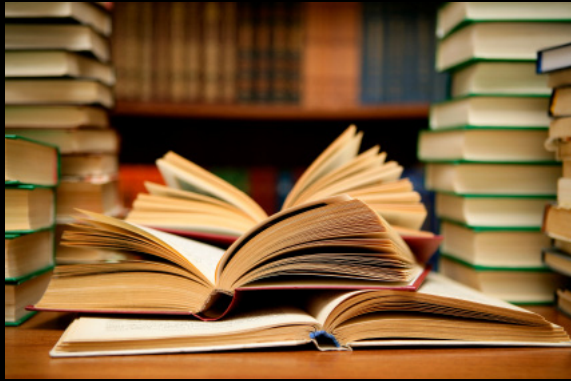
Fast Food Chain	2004	2005	2006	2007	2008
McDonald's	1	1	1	1	1
Burger King	2	2	2	2	2
Subway	5	5	5	4	3
Taco Bell	4	4	4	5	4
Wendy's	3	3	3	3	5
KFC	6	6	6	6	6
Pizza Hut	7	7	7	7	7
Arby's	8	8	8	8	8
Other fast food restaurant	18	9	9	9	9
Dairy Queen	9	10	10	10	10

THE INDIRECT COMPETITORS

Subway, SONIC Drive-in, Taco Bell, Braum's, Krystal's, Pizza Hut

While these establishments do not all sell hamburgers and fries, they stand in the fast food industry as some heavy-hitters. Braum's and SONIC are Oklahoma-based, making them significantly more popular in this state. Taco Bell, Subway, and Pizza Hut are in the top ten of fast food chains. Krystal's, while it is not widespread and only has stores in two states that White Castle has stores, is known for their sliders, too.





RESEARCH ANALYSIS

DIGGING IN DEEP

White Castle is not available to the consumer via drive-thru or dine-in in Oklahoma. In order for the company to succeed, we will develop proper advertising and promotional benefits that will appeal to the consumer. The company needs proper advertising and promotion to develop awareness of the restaurants arrival in the area, as well as creating community support and competition differentiation, as well as securing future loyal customers.

Since White Castle will be introduced into a brand new market, proper understanding of the population and demographics, their feelings and thoughts on fast food, their media usage, their activities, and their preferred communication methods was needed to properly market White Castle. This initiated the need for some intense and thorough research.

One of the main issues discovered from our research is that most people from Oklahoma have never been to White Castle. However, research shows that Oklahomans who have knowledge of the company are within are target audience.

We sent out a survey online using Qualtrics Survey Software. The survey allowed us to obtain primary accounts and thoughts on White Castle. The information we received verifies why we should dedicate our time to the younger crowd, the best way to reach them, and what they want.

We hosted a focus group to obtain an even more thorough understanding on the feelings and thoughts about fast food and White Castle from our target audience. The focus group validates that the pop culture icon can be very influential, because the film “ Harold and Kumar go to White Castle” has had a huge impact on how people have heard of White Castle.

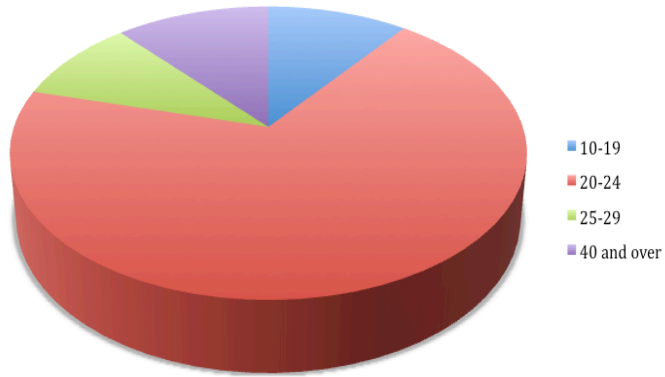
We conducted several phone interviews with managers of Walgreens, where frozen White Castle burger are sold in order to gain an understanding of the current popularity of White Castle in Oklahoma. We also interviewed managers of White Castle restaurants in Illinois to get more of a first hand perspective as to who was coming into the store and why they were coming in.



RESEARCH ANALYSIS

PRIMARY

Age of Survey Participants



ONLINE SURVEY

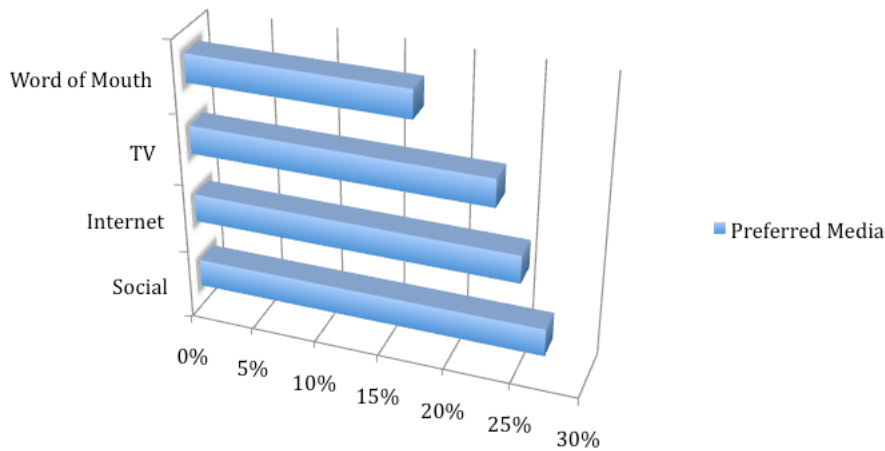
We conducted online surveys through Qualtrics Survey Software. Monroe and Hof Inc. sent survey requests links via email and social media.

We received 94 responses.

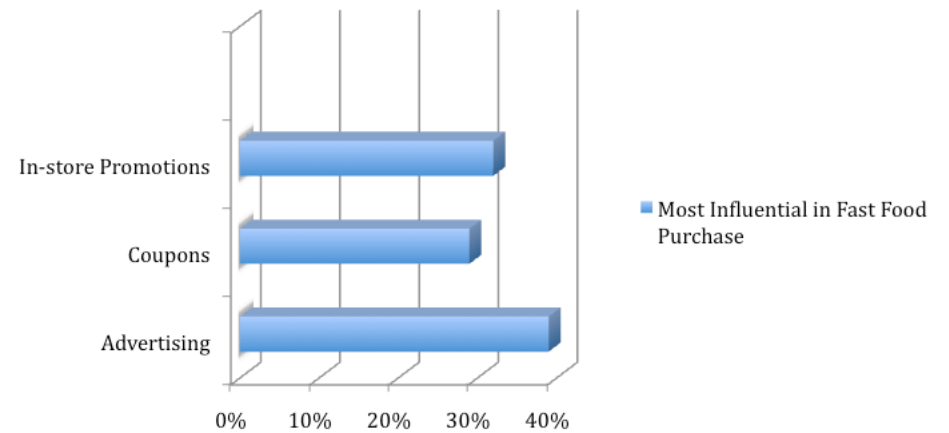
The survey contained 17 questions.

Below are charts for the top three/most significant responses.

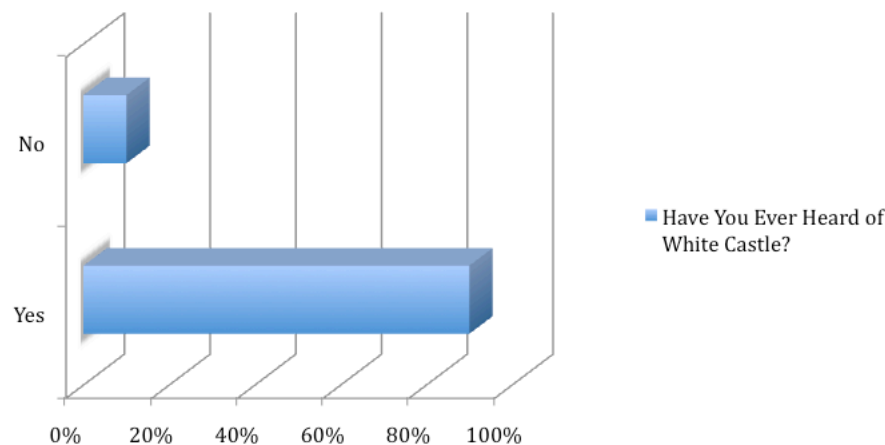
Preferred Media



Most Influential in Fast Food Purchase



Have You Ever Heard of White Castle?



Sources: qualtrics.com



RESEARCH ANALYSIS

PRIMARY



FOCUS GROUP

There were 13 participants for the group.
It was hosted in Edmon Low Library,
Room 102 on February 10, 2011

What is most useful for getting the word about White Castle to you?

The participants mentioned several different forms of media, such as Internet, newspaper, and TV commercials. There were also a few that were unexpected but would fit our target market very well. Pandora advertisements, personal E-mail via cell phone technology, and social media were the ones they felt would be most effective.

Consumers want something that is out of the norm and more of a personal advertisement. Consumers also agreed that humor was the best way to reach them.

What is your favorite Fast-food restaurant?

Taco Bell and Chik-Fil-A

What attracts you most to fast food?

Price, taste, and location were the three things that attracted participants the most to fast food. The three were discussed and if one had to be chosen it would be taste, because when you are in the mood for it, you just have to have it.

Would you eat White Castle if it came to your city?

Yes, absolutely because they are tired of the same fast food establishments.

What is your age?

There were 13 participants. The age range was 19-24.

What is your gender?

The focus group consisted of five males and eight females.

How did you hear about White Castle?

Most participants heard about it from the movie "Harold and Kumar go to White Castle." A few had some personal experience, but only a few.

White Castle also has a frozen food company. Would you buy White Castle frozen foods?

Yes, because they are cheap and inexpensive. They are also very convenient, which will allow consumers to purchase them for small parties or meetings.



RESEARCH ANALYSIS

PRIMARY

MANGER INTERVIEW

The team contacted various managers in the frozen food departments of Walgreens and White Castle restaurant. Below are just a few responses.

Questions:

Does your store sell White Castle Hamburgers?
About how many quantities do you sell a month?

OKC Store #1

2835 Southwest 29th St, Oklahoma City

Yes. They sell White Castle Hamburgers in the frozen food section. 3 packages per month.

Stillwater Store

519 S. Main St., Stillwater

Yes. They sell White Castle Hamburgers in the frozen food section. 10-15 (12 pack) packages per month.

Tulsa Store #1

1424 South Yale Avenue, Tulsa

Yes. They sell White Castle Hamburgers in the frozen food section. They haven't gotten a shipment in the last 3 months.

Diane Raminuv, Manager White Castle

4334 S. Kedzie Ave. Intersection of South Kedzie @ Archer Ave.
Chicago, IL 60632 (773) 247 1614

1) What does your general customer demographic look like?

The customer demographic for this particular store is very diverse. There is a range of different ethnicities that come in. Age varies anywhere from five years in age to 75. Social status is middle class, motly blue-collar status. Most customers are single.

2) Do customers usually come in groups or as individuals?

All different. Some come in with friends and some come in for a quick bite.

3) What's the most popular item on the menu?

The Slider.

4) What are your peak hours?

11pm-1:30am; 3-5:30pm; 11am-1pm

5) Who is your biggest competitor?

McDonald's

6) Locally, how do you usually go about reaching customers with information about promotions?

Mostly TV.



STRENGTHS

White Castle has very cheap prices for such a filling meal.

White Castle sells its items in frozen food sections of grocery stores.

White Castle is open 24 hours a day, seven days a week.

White Castle is the only fast food chain that sells sliders as a regular menu item.

White Castle has a very bold design. The white paint on the buildings make them stand out from other surrounding structures.

WEAKNESSES

White Castle does not have any franchises. It remains family-owned.

White Castle is not very widespread in terms of locations, which greatly limits its client base and company growth.

White Castle has not changed its hamburgers since the store originated.

White Castle does not have any healthy menu items.

All White Castle sliders are made with onions, and some consumers do not like onions. Concessions would need to be made to satisfy such customers.



PROBLEMS AND OPPORTUNITIES

OPPORTUNITIES

White Castle will appeal to a younger target audience in the form of social media and instantly access its customers via the web and cell phone.

The vast majority of our research indicates that our target heard about White Castle through the movie "Harold and Kumar go to White Castle," which will permit Monroe and Hof Inc. to arrange multiple ads relating to the movie.

Because Midwesterners eat more fast food than any other region, White Castle will be able to come into the market and dominate the fast food industry in Oklahoma.

THREATS

More fast food chains are offering value meals and deals and healthier menu options.

At times, consumers associate White Castle with the marijuana culture because of its popular connection to the film "Harold and Kumar Go to White Castle."

White Castle is not widely-known in Oklahoma.



MARKETING STRATEGY

THE GOOD STUFF

The primary and secondary research conducted led to the discovery of the most appropriate target audience for the marketing strategy.

Research from a Quick Service Restaurant Report showed that Midwesterners eat fast food more than any other regional consumers.

This report also shows that 18-24 year olds “snack” at fast food restaurants more than any other age group. Our primary research of focus groups and surveys revealed that many consumers connect

White Castle with a younger, popular culture, rather than a family-oriented company. These insights lead Monroe and Hof Inc. to develop a marketing strategy that targets men and women 18-30 years old in Tulsa, Oklahoma City, and Stillwater.

A large percent of the target audience in the three markets are enrolled in universities. Considering this and the insight that most people will only travel 5-10 miles for a particular fast food restaurant, we will place the White Castle locations very near the universities of Oklahoma State University, University of Central Oklahoma, and Tulsa University.

Primary research shows that coupons and promotions develop brand equity and awareness within our target audience. Coupons will be placed in university and city newspapers. While on average only 27 percent of coupons are redeemed, our objective is to have 40 percent redeemed. Promotional items will be given away on campuses. Also, contests with prizes will be held throughout the campaign. Primary research also shows that the Internet and social media are huge sources of information and entertainment with our target audience. For this reason, banner ads will be placed on the websites of the college newspapers. Also, public relations tactics will be initiated through the use of contests and announcements on social networking sites.

We also found that visiting bars and nightclubs is a common pastime among our target audience. Since the average person visits a restroom in a bar 3.2 times a night, we thought it would be a good idea to capture this captive audience. Advertising will be placed in the restrooms of several bars.

Our secondary research shows that almost 30 percent of restaurant consumers are exposed to outdoor more than any other media. This inspired the use of billboards to attract consumers to nearby White Castle locations.

Monroe and Hof Inc.’s marketing strategy of using print, outdoor, web, environmental, social media, public relations, and promotions will make strategic connections with our target audience by speaking to them through media that they use, as well as building brand equity and awareness by offering customer incentives, generating buzz and engaging consumer interest.



LOCATIONS

MARKETING STRATEGY

THE GOOD STUFF

TULSA

Restaurant will be placed on a Cherry Street Lot, 2616 E 15th St, Tulsa, OK.

This location is near the University of Tulsa, which is located on 800 South Tucker Avenue, Tulsa, OK 74104-9700.

The location is 3 minutes from the university.

This area has a traffic count of 18,500 cars a day. Tulsa County has 113,920 people 20-34 years of age.

University of Tulsa has 4,187 students.

There is a large group of people in this particular zip code (74104) that fit our target audience. These people are twentysomething singles. They insist on smart phones that allow them to access the Internet, download games, and to schedule activities.



OKLAHOMA CITY

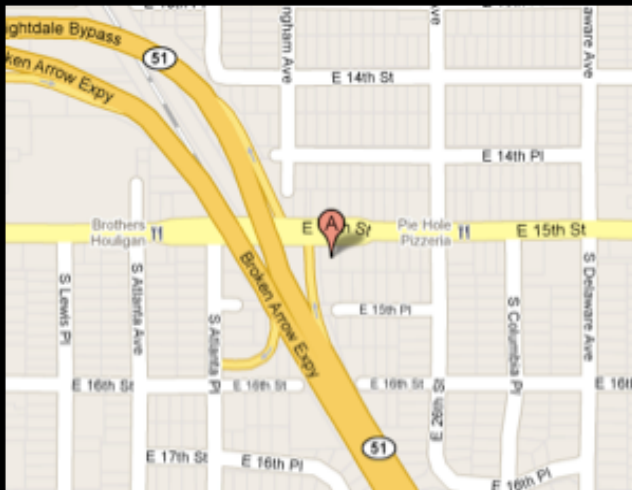
The store will be located at 3201 S. Broadway Edmond, OK.

The traffic count for 33rd and Broadway is 61,872.

It is 2.1 miles away from the University of Central Oklahoma.

UCO has an enrollment of 15,724 students

The surrounding area consists of people mostly 25-44 years of age. Upper-middle class, suburban, married couples with children.

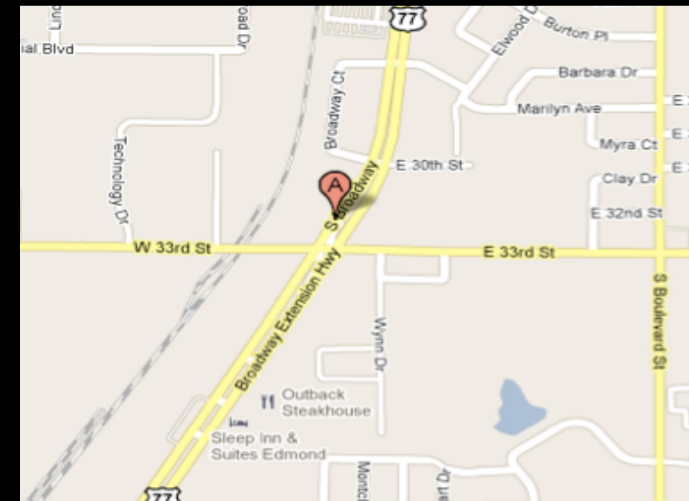


STILLWATER

The store location will be at 508 E. Hall of Fame. The location is approximately 1.5 miles from the Oklahoma State University campus.

508 E. Hall of Fame is located in a high traffic commercial district of Stillwater with more than 16,000 commuters on the street everyday. This makes Hall of Fame one of the most traveled streets in Stillwater per day.

According to the U.S. Census Bureau, the city of Stillwater, Oklahoma has a population size of 44,818. Of the 44,818 people, 85% are over the age of 18 and the median age is 23. They are males and females, below 35 with low income. They tend to have some college education and eat at commercial restaurants and bars. The zip code at this location, 74074, has ten times the national average of college students. This makes it a prime location for a White Castle.



MEDIA

HOW TO GET TO THEM

PRINT

Research from focus groups and study articles shows that a coupon is one of the top three reasons consumers pick particular fast food restaurants. Considering this insight, as well as the fact that campus newspaper readership is made up primarily of our target audience, our print media strategy will include buying ad space in university newspapers and other popular Oklahoma print media and placing coupons in the ad space.

OUTDOOR

This medium could become one of the best advertisements we use for the White Castle campaign. Oklahoma City has a metro-area population of 1,252,987 and Tulsa has 937,478. These two markets have the potential to be huge successes.

WEB

Our research proves that the Web is one of our main targets for advertising and promotions. Our target audience uses the web daily. All the universities we are targeting use some sort of web to communicate with its students. With the advent of the smartphone, people can access the Internet anywhere they can get service. We will use a Facebook page and several online newspapers to become more involved with the customer with promotions, coupons, and updates.

ENVIRONMENTAL

Urinals are the wave of the advertising future next to the Internet. We can segment our ads to anyone and with our target market being so curious and energetic, we feel placing ads in the restroom of bars will ensure we reach the right customer. Our research shows that the average person uses the restroom 3.5 times a night at a bar. We will advertise in Outlaws in the Stillwater market, Electric Circus in the Tulsa market, and Edna's in the Edmond area to aid in our media strategy.

WHY DOES THIS MEDIA PLAN ROCK?

Monroe and Hof Inc's media plan for White Castle will be very successful and financially conscious considering the budget of \$200,000. All of our media is based off and supported by thorough primary and secondary research. We have taken advantage of inexpensive media options while still maximizing reach potential.

Our use of creative and provoking graphics and copy in web banners, bar restrooms, outdoor billboards, and newspaper coupons will allow our message to be placed directly in front of the eyes and stomachs of our target audience.

Over a year's time, our campaign will place White Castle's arrival, products, and brand in front of the majority of the target audience. For total impressions, our outdoor media achieves more than 5 million impressions, newspaper achieves more than 4 million impressions, environmental media achieves 45,000 impressions, and Internet media achieves about 8 million total impressions.





MEDIA PRINT

THE COLLEGIAN

is the established newspaper for the University of Tulsa serving a diverse student body, faculty, and staff. While the paper has a small circulation of 4,000, it has a reach of 89 percent.

OKLAHOMA GAZETTE

is a culturally focused magazine that targets people who appreciate wine, food, and good music. Considering that music falls in an area of high importance in the psychographics of our target audience, the *Gazette* is a good place to get the word out.

TULSA WORLD

has a huge circulation of 342, 952 on Sundays. This is the day our target audience reads the paper the most. The *Tulsa World* reaches about 30 percent of the target audience. To best capture this large audience, coupon ads will be placed on Sundays.

THE DAILY OKLAHOMAN

is Oklahoma City's top source for information. The paper has an average readership of 490,000, and about 25 percent of that readership falls within our target audience. That's 122, 500 targeted readers. Wow, right!?

THE O'COLLY

is the Oklahoma State University newspaper. With an outstanding circulation of 22,845 and a Monday readership of 43 percent. Monroe and Hof Inc. has decided that placing coupons in the Monday paper will be significantly successful.

Newspaper	Market	Ad Size/Specs	Circulation	Number of Ads	Reach	GRP	Impressions	Cost
<i>O'Colly</i>	Stillwater	Full color, bottom banner on front page	22,845	11	43	473	108,057	\$ 1,925
<i>Tulsa World</i>	Tulsa	4-col.— 7.208"	342,952	11	30	330	1,131,742	\$ 9,435
<i>The Collegian</i>	Tulsa	1/4 page horizontal	4,000	12	89	1068	39,160	\$ 1,200
<i>Oklahoma Gazette</i>	OKC	1/4 ad	530,500	12	36	432	2,100,780	\$ 5,184
<i>The Daily Oklahoman</i>	OKC	3 col-10"	490,000	11	25	275	1,347,500	\$ 17,406
Total							4,727,239.00	\$ 35,150



MEDIA OUTDOOR



Seven interesting, creative billboards will be placed around the state of Oklahoma. These boards will be used to direct and/or entice consumers to visit the nearest White Castle. One of the main key insights from our research was that people will only drive about 5-10 miles for a particular fast food restaurant.

We have strategically placed these boards to attract the nearest captive audience. Each market has at least one board less than 10 minutes away. The other, father boards serve to capture travelers and commuters. Of the Tulsa boards, one is only 8 minutes from our selected White Castle location, one of the boards is 15 minutes away and one is 17 minutes away. Of the Oklahoma City boards, one is 3 minutes away and one is 11 minutes away. Of the Stillwater boards, one is 5 minutes and one is 18 minutes away. While this board may seem far in distance, it has a high reach and traffic. Outdoor media for this campaign will have a total of 200 gross rating points.

Market	Address	Minutes From WC	Weeks Running	4 week Rate	GRP per Market	Reach	Production	Impressions	Total
Tulsa	500 S Main S/O W Dallas	8	12	\$2,472	100	13	\$990	729,036	\$ 8,406
Tulsa	6301 S 129th	15	12	\$2,472		12	\$990	663,432	\$ 8,406
Tulsa	5700 S Lynn Lane	17	12	\$2,472		15	\$990	823,368	\$ 8,406
Stillwater	S Main and 19th	5	12	\$1,656	25	16	\$990	452,424	\$ 5,958
Stillwater	HWY 51 and Media	18	12	\$1,656		26	\$990	722,988	\$ 5,958
Edmond	703 E Memorial	3	12	\$4,412	75	21	\$990	1,429,764	\$ 14,226
Edmond	8625 SE 15th	11	12	\$4,412		22	\$990	921,228	\$ 14,226
Total			12	\$19,552	200	125	\$6,930	5,742,240	\$ 65,586





According to the majority of our research, our target audience has extremely heavy use of the Internet. Focus group and survey responses proved Internet to be one of top three mediums to best get information to our target audience. Considering that most of our target is attending some university, the campaign will primarily use campus newspaper websites. The campaign will also place an ad on the Facebook page.

Facebook ad

Surveys conducted proved social media to be the top dog among preferred media in our target audience. This huge insight validates our decision to advertise on Facebook, the social networking site that has taken the world by storm. We will have a simple ad on the side of the homepage directing people to the White Castle site.

OColly.com

The OColly's website has an average of 6800 visitors. Pack these punchy numbers in with the 43 percent reach seen from the paper itself, and you got yourself a very effective banner ad.

The Collegian Online

The Collegian Online has a visitor rate of 27, 000, which is a lot of eyes for less than \$1500. As discussed before, the site is the web extension of the paper, which itself has an 89 percent reach.

Website	Size	Rates	Number of months	Visitors	Impressions	Total cost
Ocolly.com	300x250pi	\$400/month	6	27000	800,000	\$2,400
Collegian.edu	728x90pi	\$225/month	6	6800	1,227,272	\$1,350
Facebook	250x150pi	\$600/month	6	25000	6,000,000	\$3,600
Total					8,027,272	\$7,350



MEDIA ENVIRONMENTAL



Bars are very popular hot spots for our target audience. Considering drinking is the main activity at such locations, restroom visitation is fairly high. As a matter of fact, our research shows with gender demographics for bar restrooms users are 55 percent male and 45 percent female. Additionally, 35 percent of these bar enthusiasts were ages 18-24 and 44 percent were ages 25 to 34.

Outlaws

This is a popular bar on the famous Strip in Stillwater. Outlaws plays mixed music and pulls in a mixed crowd on Friday and Saturday nights. It is only 5 minutes from the Stillwater location.

Electric Circus

It is a popular and exciting dance club and bar. It attracts all kinds of people with different tastes in music. It is also only 9 minutes away from the White Castle selected Tulsa locations, which is perfect considering that most consumers will only travel 5-10 miles for a fast food restaurant.

Edna's

It's a very social and laid-back environment. It pulls in a large crowd of about 850 people on the weekend nights. It is only 11 minutes from the White Castle OKC location.

Environment	Market	Ads/Restroom	Ad Size	Monthly Rate	Months Run	Visitation/Night	Customer Volume	Impressions	Cost
Electric Circus Bar	Tulsa	10	11x17	\$75/ad per month	3	3.5 times	850	15,300	\$ 2,250
Outlaws	Stillwater	8	11x17	\$80/ad per month	3	3.2 times	800	14,400	\$ 1,920
Edna's	OKC	3	11x11	No charge	3	3.2 times	850	15,300	\$ -
Total								45,000	\$ 4,170



CREATIVE STRATEGY



Research shows that our target audience eats fast food more than older consumers. We also found from our research that while not all Oklahomans have been to a White Castle, the restaurant has a reputation that precedes it. White Castle is often associated with road trips, late night hunger, snacking, eating contest, and even “marijuana munchies,” which appeals more to a younger target who have a less conservative mindset. Furthermore, research shows that Americans, 18-24 years, are more likely to “snack” at a fast food restaurant than any other age group. That includes going to a restaurant just for a medium fry or small item of the sort. All of the studies and research led us to the creative strategy.

How Mini Can You Handle?

White Castle is being introduced into Tulsa, Oklahoma City, and Stillwater. How Mini Can You Handle? connects to small slider size and the thrill of eating more and more. White Castle is new to the market. This idea peaks the customer’s curiosity and encourages them to give the sliders a try. The phrase signifies that it’s time for White Castle to show up and show Oklahomans what its sliders are all about and how it is ready to compete with the top fast food chains that have already captured the stomachs of the target audience.

“How Mini Can You Handle?” also connects to the competitive eating nature that many of White Castle’s current consumers participate in. After thoroughly reviewing the White Castle web site, we discovered that many customers, because of the small size of sliders, enjoy competing against each other to see who can eat the most.

Creative executions for the campaign will promote and emphasize competitive eating and the unique selling proposition that White Castle has small, delicious, fast-cooking sliders (rather than the huge, overwhelming burgers at all the other chains) at low prices that are fun to eat.

Overall, the BIG idea connects to the new, competitive “kid on the block” in the Oklahoma fast food arena (White Castle), the competitive eating nature surrounding the sliders, and the fast-paced, bold lifestyle, which resonates well with the target audience.



BITE ME.

**BITE THREE.
GET ONE
FREE.**

**CUT THIS OUT AND BRING
TO WHITE CASTLE
FOR SOME HAMBURGER
SLIDERS**

508 E. HALL OF FAME



COUPONS

The coupons were developed by setting the White Castle brand apart from the competition by putting the brand in a competitive stance against its competition.

The playful copy describing McDonald's and Burger King's character mascots sets up a competitive tone while still being humorous. The coupon will be printed in local papers in the three markets including college newspapers.

The theme, like the billboards, fliers and other media, will have the all black background with white copy describing the promotion and the location of the new White Castle store. On the left, a small slider will be shown to further entice customers.

NO CLOWNS OR CREEPY KINGS HERE.

**BUY THREE HAMBURGER SLIDERS.
GET ONE FREE.**

3201 S. BROADWAY, EDMOND, OK

CUT THIS OUT AND BRING TO WHITE CASTLE



McDONALD'S
AND HOP INC.

M

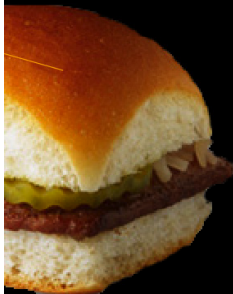
WATUP.

WHITE CASTLE HAS COME TO TULSA.

WE'VE PLACED A RESTAURANT HERE JUST FOR YOU. YOU SHOULD TRY SOME OF OUR DELICIOUS HAMBURGER SLIDERS. THEY'RE SMALL, BUT THEY'RE SO GOOD. WE'VE BEEN COOKING THESE SLIDERS THE SAME WAY FOR 100 YEARS. GUESS THEY'RE PRETTY GOOD.

WE SELL OTHER ITEMS, TOO. TRY OUR CHICKEN SLIDERS, SHAKES, ONION RINGS, AND EVEN BREAKFAST FOR YOU LATE NIGHT PARTY ANIMALS.

COME SEE US AT 2616 E 15TH RIGHT OFF THE BA EXPRESSWAY
VISIT US AT FACEBOOK.COM/WHITECASTLESTILLY



WHITE CASTLE'S IN THE F%\$*^ING BUILDING.

WE ARE NOW LOCATED IN STILLWATER.

WE'VE PLACED A RESTAURANT HERE JUST FOR YOU. YOU SHOULD TRY SOME OF OUR DELICIOUS HAMBURGER SLIDERS. THEY'RE SMALL, BUT THEY'RE SO GOOD. WE'VE BEEN COOKING THESE SLIDERS THE SAME WAY FOR 100 YEARS. GUESS THEY'RE PRETTY GOOD.

WE SELL OTHER ITEMS, TOO. TRY OUR CHICKEN SLIDERS, SHAKES, ONION RINGS, AND EVEN BREAKFAST FOR YOU LATE NIGHT PARTY ANIMALS.

COME SEE US AT 500 S HALL OF FAME NEXT TO FAIRFIELD INN.
VISIT US AT FACEBOOK.COM/WHITECASTLESTILLY



FLIERS

The fliers, both in store and out, are used to raise awareness for the White Castle brand. The in-store fliers are being used to specifically promote the "Your Wild Adventure to White Castle" video contest, while the out of store fliers will promote the White Castles going into the three markets.

The theme remains the same basic and effective black background with white and yellow copy. The headlines are minimal but attention grabbing. The fliers convey the message and allow the reader to get the most important information first. The fliers will be handed out on college campuses throughout the three markets.



ENVIRONMENTAL

IF YOU CAN
HANDLE
**THAT
THING**

YOU CAN HANDLE
SOME SLIDERS



SOMETIMES
GREAT THINGS
COME IN
SMALL
PACKAGES.

LIKE OUR SLIDERS.



URINAL ADS

With our target audience being males and females 18-34, specifically the college crowd, it was decided that local bars and hangouts would be a great place to advertise White Castle. We chose certain bars throughout the Stillwater, Oklahoma City, and Tulsa markets to place our humorous appeal to the perspective customers.

Edna's in Oklahoma City, Electric Circus in Tulsa, and Outlaws in Stillwater, were all picked based on customer count and popularity to advertise in the restrooms.

While a restroom might seem like an unconventional place to put an ad for fast food, research shows that a person uses the restroom on average 3.5 times a night in a bar. This multiple exposure of the ad to the target audience creates awareness and puts the idea of White Castle in their minds when they are leaving the bar.

The look of the environmental ads is very similar to that of the billboards and will be placed above the urinals in frames.

The eye-catching saying keeps with the double meaning also used in the outdoor media to create a unified campaign.

MOORE
AND HOFF INC.

M



TASTE IT, BRO.



TRY OUR BURGER SLIDERS.
ON 15TH OFF BA EXPRESSWAY



WE'RE SMALL BUT WE FILL BIG.



TRY OUR BURGER SLIDERS.
CONER OF 33RD AND BROADWAY



BILLBOARDS

We chose the specific locations of the outdoor media based on traffic counts, and the demographics of certain locations in the three markets.

Based on both primary and secondary research, it was determined that humor was the most effective form of advertising for the White Castle campaign.

We chose to go with a basic, yet effective, theme throughout the entire campaign that is eye catching and still simple, easy to read and to understand. The sayings on each billboard have a double meaning that is humorous and situates White Castle in the fast food advertising market by establishing it as a fun and exciting brand.

For the look of the outdoor media, we have chosen a black background with white copy and specific words highlighted in yellow. We put the White Castle logo at the bottom right hand corner of each billboard and did this throughout the rest of our media.

HOW **MINI**
CAN YOU
HANDLE?



FIND A LOCATION NEAR YOU

BANNER ADS

To reach those who might not pick up a daily newspaper, we have created banner ads to reach those who spend a lot of time online. The banner ads will be placed on college newspaper web sites such as the *O'Colly* and the equivalents in the other two markets. The ads are simple and quick to read with the same format as the other ads. A black background and white and yellow copy will be familiar to those who have seen any other media from the campaign. The headline "How Mini Can You Handle," will create the competitive feeling in the target audience and retain the playful banter that is present in the other media ads.

McCOMBS
AND HOF INC.

M



VIRAL VIDEO

STORYBOARD



Monroe and Hof Inc. will place this video on the White Castle Facebook page. It will increase buzz about the stores' arrival.



VIRAL VIDEO

SCRIPT

Speaker: Al Pacino
Monologue

"I don't know what to say really.

Three minutes to the biggest battle of our professional lives all comes down to today. Either we eat as a team or we are going to crumble. Bite by bite. Gulp by gulp. Till we're finished. We are in White Castle right now, people. Believe me. And we can stay here and get the shit kicked out of us or we can eat our way back into the light. We can climb out of hell. One bite, at a time. Now I can't do it for you. I'm too old. I look around and I see these young faces and I think I mean. I made every wrong choice a middle age man could make. I uh....I didn't eat all I could. Believe it or not, I chased off any burger who has ever loved me. And lately, I can't even stand the face I see in the mirror.

On this team, we fight for that bite. On this team, we tear ourselves, and everyone around us to pieces for that bite. We CLAW with our fingernails for that bite. Cause we know when we add up all those bites that's going to make the fucking difference between WINNING and LOSING between LIVING and DYING.

That's a team, people, And either we heal now, as a team, or we will die as individuals. That's White Castle, guys. That's all it is. Now, whattaya gonna do?"



PUBLIC RELATIONS

SLIDER EATING CONTEST

Research shows that the current customer enjoys competitively eating with their friends and the competitive culture White Castle has to offer. To keep up with the spirit of this trend White Castle will hold an annual "White Castle Slider Eating Contest." The contest will be promoted from April 2nd until the contest is held on April 23rd. Participants must sign up via the Facebook page and only 20 participants will be allowed to participate at each location. The contest will last 10 minutes and participants will have that time to eat as many sliders as they can. The winner will be whoever eats the most and their prize is one free Crave Crate valued at \$103.52, redeemable at anytime during the year, as well as the bragging rights for out-eating the competition. The contest will encourage spectators to eat while they watch. The contest is an inexpensive promotion and will get the target audience to more identify with the competitive culture of White Castle and try the food.

VIDEO CONTEST

It is clear that many people in Oklahoma do not know what White Castle is. Many of them are unfamiliar with the brand or product except for in movies like "Harold and Kumar Go to White Castle." Therefore the most effective way to use this familiarity and increase brand recognition in the process is by creating a video contest called "Your Wild Adventure to White Castle" in which contestants upload their humorous personal trip to White Castle. The videos must be two, and only two people, similar to Harold and Kumar. Submissions will be accepted Aug. 29, 2011-Sept. 12, 2011. After the submission date ends fans will be able to vote on their favorite videos. The video with the most fan "likes" on Facebook will win. The two entrants with the winning video will each receive a \$75 White Castle gift card. This use of interactivity and social media, which research shows to be a favorite medium of the target audience will increase awareness and positive attitude toward White Castle.



TIMEOUT SHOT

The Oklahoma City arena, where the games are played, has a capacity of 18,203. Fan demographics include 26 percent of our target audience. White Castle will sponsor a timeout half-court shot at three games. One lucky fan will have a chance to attempt a half-court shot. If they are lucky enough to make the shot they will win \$5,000. If they miss they will still receive a \$50 gift card to White Castle. The cost for a game sponsorship of this sort is \$7,500 per game. This sponsorship could cost up to \$37,500, but it is very unlikely anyone will make the half-court shot.

MEALS ON WHEELS DONATION

On November 12, 2011, White Castle will host a Donate to Meals on Wheels Day. In each market, if a store can sell 75 Crave Crates by close that day, White Castle will donate \$8,000 to their local Meals on Wheels. As expressed in our research, company sales increase if a business develops "goodwill." Customers feel that business is a good corporate citizen. This positive impression helps customers have a more positive impression about White Castle and the products it sells.

NEWS RELEASES

Press Releases will be sent to the same newspapers that we will be advertising in. Releases will be written for the introduction for each of the new White Castle locations in Oklahoma and all other promotions. Press releases are a free way to increase the awareness that White Castle has come to Oklahoma.

CAMPUS REPRESENTATIVE

The campus representative will be responsible for giveaways, promoting the White Castle events via his or her Facebook and Twitter page, and handling campus organization requests for sponsorships and catering. The student's will receive a \$500 stipend per semester. Because they will be hired for a full year this will cost \$3,000 for all three representatives.



PROMOTIONS

GET A CRAVE CASE. GET A BUMPER STICKER.

Customers who buy a Crave Case will receive a free bumper sticker. The sticker will read, "Yeah, I Ate ____" There will be an option to select a certain number to go in the blank. This number will be a multiple of threes ranging from 3-48, which makes basically 16 different bumper stickers. This will run the week of March 19, 2012. This promotion will be publicized via social media. The bumper stickers will be CMYK 3" x 10" custom bumper stickers at 100 for \$89.95. We will purchase a total of 1,600 bumper stickers. For every bumper sticker that is given out, \$25.88 is received in revenue for a Crave Case.

CAMPUS GIVEAWAYS

The campus representative will be responsible for handing out wristbands, koozies, and fliers on campus. This will allow students to make a personal face-to-face connection with the White Castle brand.

Considering that the campus rep won't be hired until the 2011-2012 school year, we will hire a student for OSU, UCO, and TU for five days to pass out introductory fliers in May. They will be paid \$100.



CONTEST PRIZES

Slider Eating Contest winners receive a Crave Crate.

Video Contest winners receive a \$75 gift card each.

Timeout Shot winner receives \$5,000. It is possible for someone to win at each of the three games that will be sponsored, however, this is unlikely.

COUPONS

Coupons will be placed as ads in Oklahoma newspapers. Readers must cut out the coupon and present it at a White Castle. Research shows that a coupon is one of the top three reasons consumers pick particular fast food restaurants. There will be a total of 15,784,567 in circulation during the entire campaign. However, with the average consumption rate of coupons leaning toward 27%, realistically, White Castle would stand to make a profit of about \$7 million for the whole year, which is still a nice chunk of change!

Sample Bumper Sticker



Creative Production	Number of Items/Impressions	Price
Coupons	15,784,567	*See newspaper media
Video Production	1	\$ 250
Fliers	3000	\$ 544
Tape	12 rolls	\$ 34
Billboards	7	\$ 6,930
Total		\$ 7,758

Promotions Items			
Eating Contest			
Crave Crate	3	\$	311
Eating Contest Sliders	200	\$	160
in Store Posters	9	\$	144
Video Contest			
Gift Cards	5	\$	300
Meals on Wheels Donation			
Donation	3	\$	45,000
Thunder Timeout Shot			
Timeout Shot Jackpot	3	\$	15,000
Campus Rep Giveaway			
Rep Stipend	3	\$	3,000
May Student Hire	3	\$	300
Wristbands	3000	\$	470
Koozies	500	\$	505
Bumper Stickers	1600	\$	1,439
Total		\$	66,629

BUDGET

ALL ABOUT THE BENJAMINS

Expense	Quantity	Total Cost
Media		
Outdoor	7	\$ 65,586
Newspaper	57	\$ 35,150
Web	3	\$ 7,350
Environmental	21	\$ 4,170
Promotions/Public Relations		
Crave Crate	3	\$ 311
Koozies	500	\$ 505
Gift Cards	5	\$ 300
May Student Hire	3	\$ 300
Thunder Shot Sponsorship	3	\$ 22,500
Timeout Shot Jackpot	3	\$ 15,000
Donation	3	\$ 24,000
Eating Contest Sliders	200	\$ 160
Rep Stipend	3	\$ 3,000
Production		
Tape	12 rolls	\$ 34
in Store Posters	9	\$ 144
Wristbands	3000	\$ 470
Video Production	1	\$ 250
Fliers	3000	\$ 544
Bumper Stickers	1600	\$ 1,439
Billboards	7	\$ 6,930
Contingency	5 percent	\$ 10,000
GRAND TOTAL		\$ 198,143



CAMPAIGN SUMMARY

REDEFINING THE BIG IDEA

How Mini Can You Handle? uses humor, wit, and a tinge of edge to create connections and communicate to the target audience about the new, competitive “kid on the block” in the Oklahoma fast food arena (White Castle), the competitive eating nature surrounding the sliders, and the fast-paced, bold lifestyle, which with the target audience resonates well.

APPRECIATION

Monroe and Hof Inc. would like to thank White Castle for the opportunity to prepare a campaign and introduce the company to Oklahoma. We would like to thank our contacts, volunteers, and resources for the research section of this campaign.

WHY GO WITH THE PLAN?

Monroe and Hof Inc. has prepared a campaign that meets our objectives to create awareness about White Castle’s arrival and to differentiate it from its competitors in the eyes of the target audience. We developed a plan that solves all the client's issues, which included introduction into a new market, discovering and understanding the target audience, and developing brilliant creative to reach that target. We used thorough research techniques to gather demographics as well as psychographics for the target markets. We picked media vehicles that best speak to the target audience. We developed a BIG idea that speaks to the core of the 18-30 year-old in Oklahoman.

Finally, we used the client's money in an intelligent and organized manner. By the middle of the campaign in December 2011, we hope to see that at least 80 percent of the target audience is aware of White Castle. By the end of the campaign in April 2012, we hope to see at least 95 percent awareness within the target audience and an establishment of substantial brand equity within the Oklahoma community.





NEWS RELEASE

April 25, 2011
FOR IMMEDIATE RELEASE

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WHITE CASTLE 'KEEPS COOL' IN OKLAHOMA THIS SUMMER *Grand Opening of Stillwater Castle*

Stillwater, OK --- This summer, White Castle is giving Oklahoma residents a full day of free soft drinks, coffee with each purchase and great giveaways to brand new customers.

White Castle will celebrate the opening of its three newest stores with the Grand Opening Celebration on May 1, 2011.

The Stillwater store, located at 508 E. Hall of Fame and is the first White Castle location to open in the Stillwater area and is among the first three stores to open in the state. The store will renovate the former Goldie's restaurant and resemble the new White Castle stores that have been opening recently. The store approximately 2,500 square feet and 20 new members will be employed at this location.

"It is very exciting to see our company open its doors in the Oklahoma City area and continue to offer our Sliders to new customers." White Castle district supervisor Ryan Richardson said. "Stillwater is a great location and a great addition to the White Castle family and name. It is a pleasure to be in the Stillwater area; this will help us understand what people want and give us the ability to reach more people. White Castle is known for its tradition and Sliders, and we want to satisfy new cravers and help them be a part of White Castle's history."

Additional Secondary Research Sources

QSR Magazine "What America Thinks" Study
MarketingCharts Research
GFK MRI Consumer Research
Nielsen Research Blog
State Quickfacts Demographics

Sample Press Release

White Castle was founded in Wichita, Kansas and owns 422 stores in 11 states. White Castle is the first American fast food chain and is known for its famous Sliders with steam grilled onions. With the opening of this new store, the total number of stores will increase to 423 as well as welcoming the state of Oklahoma.

For more information, please contact Tyler Andrew at (202) 555-3377 or email at tyler.andrew@okstate.edu.

-30-



HAVE A GOOD DAY.

