



IMC Launch Campaign

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Introduction

Who Are We?

Matchbox is Vancouver's premiere creative agency specializing in social media marketing, public relations (PR), and events. We help ambitious, socially responsible businesses reach their audience in a targeted, effective, and quirky way.

A team of industry-leading marketing specialists, we strive to humanize modern marketing. We especially love creating brand awareness, engaging community, and encouraging the public to fall in love with new brands that share our values of integrity, authenticity and socially conscious practices.

Shake Shack

Key company background

Shake Shack is a New York City-based fast-food restaurant. From its 2004 origins as a hot dog stand, it operates today in over 200 domestic and international locations, usually in stand-alone restaurants or shopping malls.

Shake Shack's menu includes shakes, burgers, fries, hot dogs, and frozen custards. Restaurants are licensed to sell beer and wine, and the beverage menu is customized in each location to reflect local tastes. Select locations offer a breakfast menu. The restaurant has published a cookbook for purchase, and sells "Shack Swag," including t-shirts, sunglasses and other accessories.

The company promotes its use of natural, hormone- and antibiotic-free Angus beef, and trades at a higher price point than a typical fast-food joint. They endeavour to be socially and environmentally friendly in its use of products and ingredients, and also through a corporate policy that supports local communities and doing good.

Key company differentiation

Shake Shack excels at having a focused brand on which it hinges its business and development decisions. Its mission is to be "the best burger company in the world," and it strives for this by doing what they do "really well in its most basic version," per its CEO, Randy Garutti.

Rooted in simplicity, quality, and an ongoing commitment to increasing the freshness and quality of its offerings, Shake Shack has declined growth opportunities simply because they did not fit the brand.

Shake Shack offers a "fine and casual" culinary experience, where "the way we make them feel" is key. Menus are simple and uncomplicated, ingredients are fresh and responsibly

sourced, and service is rooted in genuinely warm hospitality. Locations are reflective of local communities, rather than enforcing conformity: there is room for originality, sincerity and fun.

Key company marketing

Shake Shack engages in little to no traditional marketing, and in 2013 spent only \$800,000 on advertising and promotions.

It has a strong social media presence; according to Shake Shack's director of marketing and communications, "The secret to our outsized social media growth is simply this: constant engagement...social media allows us to actively hear fans rave, complain or just tell us what's on their mind — we want to hear it all. And we take the same hospitable approach on social media that any of our team members would take in person at a Shack with a guest."

"Shake Shack holds frequent contests and sweepstakes...that it thinks fans will actually care about and want to participate in." One such contest, called "Burger Beats," invites musicians to submit their music for a chance to be played at more than 70 Shake Shack locations in nine countries across the world.

Shake Shack's authentic effort and sincere desire to hear, acknowledge, and engage with followers makes it feel like a community – both online and off. This ability and willingness to hear it all and respond with warmth and sincerity certainly place it apart from competitors.

The IMC Plan

IMC Objectives

Our key objectives are to:

- Establish brand awareness and encourage brand trial
- Create engagement with our target audience, through social networks and in person
- Deliver a successful grand opening, with 3,000 unique customers over a 12-hour period
- Establish Shake Shack as a destination for urban Vancouver millennials - turning early visitors and social followers into loyal patrons and brand champions.

Our budget allows \$750,000 for media, and \$100,000 for production.

IMC Strategy

Our positioning strategy is niche, promoting the brand attributes and benefits - including warm hospitality, fresh, high quality product, and a casual, locally-inspired atmosphere, to a specifically identified local market.

The launch campaign is targeted to middle-class Vancouver millennial market, through channels in which they communicate, obtain information, and find inspiration, as we believe they will be the most eager adopters of the brand.

As a secondary benefit, our waterfront location offers easy proximity to those seeking a place for office lunches and after-work drinks, and to tourists alighting from cruise ships or other forms of transport. Proximity to residential areas of downtown and to multiple transit options means it is easy for our patrons to return safely home at the end of an evening.

Street presence, social sharing, and targeted publicity are key.

Shake Shack's success in eschewing traditional and digital advertising is known, and we feel this is suitable for the Vancouver launch as well. Our target audience relies on social media for information and interaction, and builds community there which it then takes offline for in-person socialization. The social space and built environment both allow us to interact meaningfully with customers, nurturing relationships with them, receiving their feedback, and offering hospitality, social responsibility, and continual improvement in both product and experience.

We will deploy targeted marketing through relevant channels, monitoring insights and analytics on an ongoing basis to ensure we reach our targets. Experiments with languaging and images will help determine what the market best responds to, and what creates onward sharing and engagement.

Target audience

Our target audience is comprised of millennials, both male and female, aged 18 to 34. They are educated, early career professionals or university students who seek a hip, relaxed, welcoming place to socialize in their leisure time.

With an average income of \$35,000 - \$50,000, they do not have a great amount of disposable income after covering costs of living, and they are not particularly focused on saving what is left over. Shopping for wants (as opposed to needs) is seen as an enjoyable pursuit, although they value experiences over ownership of material items. Thus, they are willing to pay for a quality restaurant experience and fun time with friends.

As city dwellers, they typically rent an apartment or condo, sometimes with roommates, in an urban setting which has some street life and where walking and transit are logical means of transportation. Accustomed to density, they generally go out to meet friends rather than entertaining at home, and prefer meeting in a trendy, buzzy place.

They are active and enjoy time outdoors, are socially and ecologically conscious, and demand that companies they patronize be actively responsible in reflecting these values.

This group is active on social media and in digital communities, open with their opinions and experiences of brands, and appreciate consistency and a sense of belonging. They are clear-eyed about corporate misbehaviour, and would quickly not only abandon a brand whom they felt betrayed by, but would share their experience publicly. Conversely, they are quick to praise and celebrate a brand that reflects their values, engages with them and makes them feel a part of a community, and which reliably delivers a beloved product or experience.

The Persona

25-year-old Tom Douglas graduated from University of British Columbia with a bachelor's degree in commerce three years ago. He works in the finance department at the Royal Bank of Canada, and is working toward the Chartered Professional Accountant designation.

Tom's income is entry level at \$42,000, with great potential for growth over time. Given the cost of living in Vancouver, he does not have much of disposable income, but is also not worried about saving what he has. Enjoyment of life and socializing with friends are priorities for Tom, and he is willing to spend on a quality experience that meets these preferences.

Tom hopes to buy a condo downtown as his income starts to grow, but for the moment he rents with a roommate. He likes being in an area as busy and walkable as the West End. However, being pressed for space at home for entertaining, he tends to go out to meet with friends. When not hitting the slopes or the hiking trails, Tom enjoys socializing over a drink after work, especially on a sunny patio in the summer. He prefers patronizing places that reflect his socially and environmentally conscious values, and loves being able to walk home.

Having grown up as part of the Internet generation, Tom is frequently found on his mobile device, scanning headlines and checking in with his social networks. Here, he shares opinions about experiences he has had, whether promoting tantalizing food photos on Instagram or critiquing poor service on Facebook or Google reviews. Belonging to community is important, as is encouraging businesses to raise their social awareness and standards. Tom loves feeling like there's a place where he belongs, where there are no airs, and where he can meet with like-minded others.

Summary

Campaign:

- **Period:** Monday, April 22 - Sunday, July 21
- **Budget:** Media - \$750,000, Production - \$100,000
- **Target Audience:** Millennials, 18 - 34, male and female, \$35,000 - \$50,000 income
Educated urbanites, aspiring middle-class professionals. Socially and ecologically conscious. Socially networked, active online, but value quality interaction with friends and willing to pay for good experiences

Restaurant:

- **Opening date:** Monday, July 1, 2019
- **Opening hours:** 11 am - 11 pm
- **Location:** Downtown Vancouver, waterfront west of Waterfront Station
- **Capacity:** 250 seats, plus a sunny patio
- **Size:** 40' x 80', corner frontage

IMC Tactics, Plan & Rationale

Event and Experiential

Reputed for being a low-cost way to introduce new products or services, event marketing can effectively cut through everyday noise, creating tactile interaction between user and brand. It also generates immediate feedback and brand recognition. For Shake Shack, whose hospitality is as integral to the brand as its burgers and shakes are, the immersive experience is a powerful way to convey brand awareness, encourage trial, and establish relationships and trust with their key market.

We have developed three signature events, culminating in the location's grand opening on July 1st. We believe these experiences will create interest that builds into excitement and anticipation as events that support a successful grand opening, and anchoring in the community successfully thereafter. Deliberately different from one another, we want events to contrast and complement one another in order to reach our market in the ways and times they are listening.

#VanHappyWall art installation

In stages, from May 1, 2019

Shake Shack aims to incorporate local colour and tastes into each of its locations, even before opening. In West Hollywood, a #HappyWall art installation allowed people to create words and images using rainbow coloured tiles, while in Chicago, six interactive life-size sliding puzzles were affixed to the construction site, and fans could vote on Facebook for their favourite; the top two were made permanent within the restaurant.

The interactive aspect of the installations and the pride associated from a local artist's work being prominently displayed resulted in social sharing and engagement, and a unique permanent addition to the location interiors after opening.

The Vancouver artist and author Douglas Coupland is an ideal choice to create an installation over the construction hoardings locally. As a major commentator on pop culture changes, Coupland coined the terms "Generation X" and "McJobs" (admittedly a sort of irony here), has written about Generation Y - or, rather, our target millennials, and has penned "City of Glass," a kind love letter to Vancouver.

The proximity of our location to Coupland's *Digital Orca* sculpture is a natural extension for those interested in his work, while his current exhibit at the Vancouver Aquarium, *Vortex*, highlights ocean plastic pollution. This ecological concern acutely reflects Shake Shack's values, and the exhibit's closing date of April 30, 2019, means that as *Vortex* closes, there is already attention on Coupland as we begin to tease that Coupland has something new to share with his city.

In the first phase of the campaign, May 1 – 31, the site will be shrouded, with on-site signage and social content that hints at something important and decidedly local happening. With audience curiosity piqued, June 1 will see the shrouds removed and the art revealed. A

contest will launch on Instagram where the public may vote, as they tag and share the poll, for which hoardings should become in-restaurant fixtures. The winning panels will be revealed at the July 1 opening, and thereafter will be installed inside.

We believe that this installation will generate anticipation and excitement for the opening - while stimulating conversations, social sharing, and media interest that will carry the news widely.

Housewarming party

Thursday, June 27, 2019

Shake Shack frequently hosts a 'housewarming party' ahead of its grand opening, and we believe it is worthwhile doing so here. This allows us to preview to an exclusive group of 250 prominent individuals who influence our target market and our sense of acceptance in the community. This includes food bloggers, media personalities, bartenders and restaurateurs, creative entrepreneurs, and artists who influence our target audience, and key civic leaders, who provide a sense of legitimacy and friendship between Shake Shack and the city itself. The evening will offer a chance to meet the Shake Shack executive and local management teams in an intimate setting, while enjoying a complimentary first beverage, a meal from Shake Shack's menu, and entertainment by a local deejay.

We would ask in advance that guests be prepared to share at least one favourite photograph of the event through their social media networks. A photographer will be on site to help facilitate sharing. Media partners will have specified instructions regarding the release of information, as timing will be critical for inspiring our target market to attend the opening.

This event will create excitement through the press and through key social influencers a few days ahead of our grand opening. Images of guests enjoying their visit will spark interest more powerfully than text alone, and especially if it is shared by the guests themselves through their networks with appropriate tags and mentions. One share each means 250 shares, and we believe this is a reasonable minimum to achieve. This will also raise interest in the media beyond our identified media partners.

Grand Opening

Monday, July 1, 2019 - Canada Day

The grand opening is the main event, and the pinnacle of our campaign. Our efforts to reach our target market through our lead-up events and through parallel social and press channels over the prior two months should lead to an enthusiastic turnout over the 11 am – 11 pm opening hours.

Many people will already be at the Waterfront to enjoy Canada Day celebrations as well, and the opportunity to lure additional foot traffic is also attractive.

A ribbon cutting by the executive team will take place at 11 am, with representatives from the City and prominent local business leaders and creative entrepreneurs invited, with press photographs published in real time through social channels, and the following day in print.

Shake Shack will reveal which of the #VanHappyWall hoarding panels will become a permanent part of the interior, as the results of the social campaign are revealed.

Throughout the day, guests will enjoy the full Shake Shack “fast casual” culinary experience alongside its warm hospitality. Starting at the property line, servers will greet passers-by and entice them with samples of nosh. Local bands will perform throughout the day in a marquee on the patio (indoors in case of rain), and 100 swag bags worth \$100 in Shack Swag will be won as door prizes throughout the day. Smaller Shack Swag such as buttons and pens will be widely available.

Additionally, the four lead actors from the TV series *Riverdale* will appear on the day. The series, based on the Archie Comics, is highly popular with our target audience, and films locally. The four friends in the series frequent Pop's Diner, where they socialize while indulging in burgers and shakes – it is a natural extension for these four cast members to be on location for the opening. Despite the largely millennial fan base, its being filmed in Vancouver adds a dimension of local pride that may draw a wider audience as well. As part-time residents of the city, the cast has previously been spotted enjoying Vancouver’s top eateries, and leveraging their celebrity status adds further enticement for people to stop by.

A photographer and videographer will be on site to capture the day's magic, working with a marketing assistant to enable real-time social sharing. Guests will be encouraged to do the same. Meanwhile, staff will roam with tablets, asking customers to complete a short survey and capturing testimonials. Shake Shack is a business highly open to feedback, and it will open in Vancouver as it intends to continue.

Across the day we will greet 3,000 unique visitors for a meal or refreshment. We anticipate that a third of these will readily share with their social networks, and will have suggested hashtags displayed. In addition to this 1,000 shares, we believe that another 1,000 could be persuaded to share – perhaps when completing a survey, or encouraged by a friend. We will also obtain 1,000 survey results and testimonials for Shake Shack to inform its next steps in Vancouver, and to build a repository of future posts and content.

Public Relations

A strong secondary tactic for building awareness and garnering critical mass, PR is an obvious choice in strategy for Shake Shack's local launch.

We will first cultivate relationships with strategic media partners, granting exclusive information and access to personnel in exchange for timely publicity. Media partners will be leaders in reaching millennials across print, radio, television and digital channels, including publications such as *Metro*, *Daily Hive* and *Dished*.

The use of influencers is also important in our campaign, given the celebrity-watching culture of the millennial generation, and the local pride associated with a show that films in Vancouver. The lead actors from the program *Riverdale* will participate in our campaign.

The lead-up to the grand opening will mirror our three key events. Publicity will be used to build anticipation for what is behind the construction shroud, and to encourage participation in the social *#VanHappyWall* contest. The Housewarming Party will receive glowing coverage that creates desire in our target market to attend the grand opening. The opening itself will be covered live, and re-capped the following day. Finally, PR will echo the excitement of this lead-up period in the three weeks after the grand opening, reinforcing the brand and the experience it offers – and that the fun hasn't stopped simply because the party ended.

A secondary general campaign will reinforce our message to the balance of major local media, once our partner media has first run their exclusives. While our audience derives much of its information online, millennials still engage with traditional sources - they may switch on a radio or pick up a free daily paper to pass time while commuting. Including a wider reach of media at these early stages also reinforces the sense of community rather than exclusivity of the Shake Shack experience: it may seem to suit millennials best, but all are welcome.

Further initiatives include:

- Persuading local food bloggers to write about their Shake Shack experience at various campaign stages
- Exclusive interviews in exchange for feature pieces in respective channels, for example, a two-page feature article in a printed publication. Interview subjects include the Shake Shack executive team, who will focus on Vancouver as their first Canadian site and the fit between Shake Shack and the city; and influencers including the *Riverdale* cast, opining on the diner experience and why it is *the* after-work place to meet
- Press Releases to media partners who will be at Waterfront on Canada Day, and to general media on the day of the launch, satisfying exclusivity for our partners while reinforcing brand awareness and opportunity to visit even after the big events.
- "Stand for Something Good" bylines, promoting the brand's socially responsible stance, and reinforcing the value alignment of the brand with our target audience. These stories highlight Shake Shack's responsible ingredient sourcing, thoughtful and locally-influenced store designs, and deep community involvement.

A grand opening photo shoot will see celebrities, influencers and prominent civic individuals photographed in the Shake Shack environment and with the executive team. Seen enjoying the event, the culinary experience, and the company they are with, these photos will be shared through media along with relevant captions, both in print and online.

Lastly, to reinforce the brand and its attributes. Influencers from different social categories such as food critics and bloggers will lead product 'tests.' Gauging against identified criteria and an

inherent sense of enjoyment, panelists will grade Shake Shack products, the overall atmosphere, and integration into community including:

- The use of natural meats
- Integration with local partners and charities
- Quality ingredients, great tasting products
- Well-trained and very welcoming staff
- Cool environments

Internet Marketing

Search marketing is integral to any business' Internet presence, and social media historically is Shake Shack's primary means of reaching its target audience. A favourite tool of information and communication of the millennials we seek to reach, it is both an efficient and cost-effective, and provides an abundance of measurable data. Its inherent shareability helps bring attention to our marketing initiatives across other channels.

SEO and SEM

Search marketing is integral to any online campaign, and Shake Shack's Vancouver launch is no exception. While corporate head office controls the website and advertising decisions, we will work closely with them to achieve optimal presence for our local audience – without alienating their followers across the globe.

SEO comprises 70% of our search budget, and SEM 30%. Keyword examples include:

- "Shake Shack Vancouver"
- "Shake Shack New Location"
- "Shake Shack Canada"
- "Best burger Vancouver"
- "Great place to eat this summer"
- "New in Vancouver this summer"

In conjunction with head office, we will optimize a page on Shake Shack's website for the Vancouver location, ensuring effective keyword usage, the title tag "Burgers | Vancouver," and a URL reflecting page's hierarchy: <https://www.shakeshack.com/locations/vancouver-bc>.

The website, maintained at head office, will continue to be updated frequently with new content including blogs and rich media. Keyword analyses will be ongoing to ensure we are landing in front of the right audience, through both organic and paid search channels.

Current metrics show that total Canadian traffic to the Shake Shack site is 2.65% of all visits. We aim to increase this number to 10% over the next six months. While some of this traffic will be comprised of curious Canadians nationwide, or those planning a trip to Vancouver, we aim for 70% of the increase in traffic to be local to Vancouver and the Lower Mainland.

Critically, clear calls to action will be linked with content that creates desire. Whether on the website, through promotional images or videos, or Google ads, "connect with us," "check out our menu," "book now," and "find us," will be among the messages which encourage a visit.

Social Media

While social media is the backbone of Shake Shack's marketing, and locations themselves are locally oriented, Shake Shack does not have localized social channels. Ultimately, corporate head office controls the owned content along with the timing and dissemination of posts. We propose the following, however, and will collaborate closely with head office to ensure a successful social campaign.

Social campaigns will be primarily conducted through Instagram and Facebook, where Shake Shack already enjoys robust social followings, and which support both rich media, sharing, and lingering longer over posts relative to other channels.

Emphasis on local colour in terms of the location design and menu, the West Coast lifestyle, and the iconic waterfront location will underpin Shake Shack's social positioning.

Campaigns will begin while the *#VanHappyWall* installation is still shrouded, building excitement and intrigue, encouraging followers to guess what is behind the proverbial curtain. When the installation is revealed on June 1, the campaign will move into contest mode, with an Instagram poll encouraging followers to share, tag and mention as they vote for a part of the installation to become permanent. They may also share images and videos of themselves in front of the *#VanHappyWall* for an opportunity to win Shack Swag.

Social media will also be key during the Housewarming Party, as attendees are encouraged to share at least one favourite image of themselves enjoying the event, and using hashtags such as *#ShakeShackVan* and *#ShakeShackBC*. We anticipate each guest sharing at least one post to their respective networks, for a minimum of 250 real-time shares.

Our Riverdale cast influencers are also integral to the social campaign, as they themselves have strong followings. With Instagram as proof, the actors certainly have the opportunity to create influence:

- KJ Apa (Archie Andrews) - 14.2 million followers
- Lili Reinhart (Betty Cooper) - 16.5 million followers
- Camila Mendes (Veronica Lodge) - 16.2 million followers
- Cole Sprouse (Jughead Jones) - 23.8 million followers.

Each actor will guest-edit the Instagram account for four hours on each of the four Saturday mornings leading up to the grand opening.

The overall objective is for social interaction and sharing to drive real traffic into the store, and we believe it will. Moreover, the sharing, tagging and other engagement supplements the publicity and PR initiatives as a secondary tactic, while allowing our target audience to co-create content and give feedback. Shake Shack prides itself on extending its famous in-store hospitality to the virtual world, and that trend continues here.

IMC Rationale for tactics not chosen

Advertising

Advertising is mass oriented and our campaign is niche. TV is expensive and as a mass medium will not likely reach our target audience effectively. Local radio might, through our audience is transit-oriented, and does not spend much time in a vehicle, where listeners are most likely to tune in. Moreover, it is difficult to measure these channels, and real-time data is valuable as Shake Shack gets off the ground locally. Our audience is social media oriented, and prefers to interact rather than accept communication passively.

Direct Marketing

As a new entity in Vancouver, Shake Shack does not have an established presence in the community, and therefore lacks brand awareness. Without having first built trust and credibility with our target audience, it could seem invasive to them, and potentially damaging to the brand, to reach out to them directly at this stage. It also lacks the excitement that comes with shareable media, and lacks the ability for users to generate their own content.

Omni-Channel

While omni-channel will be an important aspect as Shake Shack takes root in the community, allowing customers to order through an app in advance alongside other integrations, it is not integral to the awareness-building and brand trial we are focused on at this time.

Customer Service

Customer service is important in a service-oriented business, and warm hospitality is a hallmark of Shake Shack's brand. However, at this early stage where the business is only entering the Vancouver market, it is impossible to use customer service effectively as a marketing or promotional tool. This is a reputation earned over time, so the role of customer service will become more important from Housewarming Party onward, when real relationships are being established, and the Shake Shack experience becomes differentiating point from competitors.

Sales Promotion

Our marketing is focused around the lead up to Shake Shack's local launch and market entry. Sales Promotion would be better employed after the launch, enticing customers in to try the product and experience for themselves. Indeed, Shake Shack effectively uses contests and promotions in its marketing, but in this early stage where brand awareness is limited, it may have minimal impact on the identified market.

Budget – Media & Creative

Our budget is designed to deliver effective brand awareness and brand trial at an attractive price point. Matchbox believes in using resources effectively and resourcefully, recognizing that no bought substitute is as powerful as word-of-mouth. This hallmark of Shake Shack's existing approach to marketing makes for a natural synergy.

We have used \$460,000 of our allotted \$750,000 for media – a healthy investment that reserves nearly \$300,000 for contingencies or forward marketing planning. Likewise, we have managed to keep production costs to a mere \$20,000, with \$80,000 available to carry forward.

A note on reading the media budget: Totals are calculated from the bolded sums, which represent the entire cost of an event or initiative. These are broken down in detail for the sake of interest – but should not be calculated twice.

| MEDIA BUDGET (\$750,000) | Cost | Notes/references |
|--------------------------------------|------------------|---|
| Agency Fee | \$60,000 | |
| 1 press officer and 1 PR manager | | 2 PRL, 6 interviews and 2 bylines management |
| 1 Event manager and 1 executive | | Event management during different launching phases |
| 1 Graphic Designer | | Digital creatives |
| 1 Community Manager | | Follow up with influencers and bloggers; product test |
| | | |
| Installation - artist fee | \$250,000 | |
| | | |
| Housewarming party | \$29,150 | |
| Local deejay | \$1,000 | |
| Event photo / videographer | \$4,000 | |
| Meals | \$3,750 | 250 meals X \$15 average wholesale |
| Complimentary beverage | \$2,500 | 250 drinks x \$10 average wholesale |
| Staff | \$5,400 | 50 staff x 6 hours x \$18/hr average |
| Shake Shack gift | \$12,500 | 250 Shake Shack gifts at \$50 wholesale |
| | | |
| Grand opening | \$34,500 | |
| Local bands | \$5,000 | |
| Marquee & signage | \$500 | |
| Event photo / videographer | \$4,000 | |
| Tablets - for surveys | \$10,000 | 20 tablets |
| Shack Swag & promotional items | \$15,000 | |
| | | |
| Influencers x 4 | \$60,000 | Present at opening, Instagram shift, interview |
| | | |
| Social Media & Internet | \$26,000 | |
| SEO | \$7,000 | |
| SEM | \$3,000 | |
| Instagram, Facebook ads | \$4,000 | |
| Google adwords | \$12,000 | |
| MEDIA COSTS | \$459,650 | |
| | | |
| PRODUCTION BUDGET (\$100,000) | | |
| Social media ads (30 iterations) | \$3,000 | |
| Printing hoarding art | \$10,000 | |
| Installing hoarding art | \$2,500 | |
| Onsite signage | \$1,500 | |
| Signage design | \$3,000 | |
| PRODUCTION COSTS | \$20,000 | |

Timeline

Our timeline breaks down into three phases:

1. Teaser - where selective information is released to build curiosity and anticipation
2. Revelation - in the weeks leading up to the opening date, more concrete details build on the teaser period, and social and PR initiatives ramp up to a blitz
3. Reinforcement - On opening day, and in the three weeks that follow, marketing activities focus on reinforcing the brand in the minds of those who visited and those who hoped to but couldn't, ultimately setting into continuity.

| | Teaser | | | | | Revelation | | | | Reinforcement | | | |
|---------------------------------|---|--------|--------|--------|------------|---|--------|--------|--------|--|---|--------|----------------|
| | May 2019 | | | | | June 2019 | | | | July 2019 | | | |
| | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 1 | Week 2 | Week 3 | Week 4 | GRAND OPENING | Week 1 | Week 2 | Week 3 |
| Internet Marketing | | | | | | | | | | | | | |
| Facebook | Weekly - tease re: installation reveal | | | | | Weekly posts re: contest, building excitement; paid ads begin | | | | Live posting, contest results & winner announced | Reinforcing - ongoing CTA; frequency tapers | | |
| Instagram | Weekly - tease re: installation reveal | | | | | Contest - favourite art panel; paid ads begin | | | | Live posting, contest results & winner announced | Reinforcing - ongoing CTA; frequency tapers | | |
| SEO | | | | | | Ongoing | | | | | | | |
| SEM | | | | | | Posts build excitement - new location | | | | | Posts reinforce excitement, CTA | | |
| Public Relations | | | | | | | | | | | | | |
| Press Releases | | | | | | PRL 1 | | | | | PRL 2 | | |
| Interviews | | | | | Excl. Int. | | Int 2 | Int 3 | Int 4 | Riverdale cast | Int 5 | Int 6 | |
| Bylines | | | | | | | | | | Van Food Media | | | Local Magazine |
| Photo Shoot | | | | | | | | | | During the event | | | |
| Product test | | | | | | | | | | | reinforce brand awareness, CTA to trial | | |
| Event & Experiential | | | | | | | | | | | | | |
| Art installation | Installation shrouded - teasing signage | | | | | Coupland installation reveal | | | | | | | |
| Housewarming Party | | | | | | | | | | HW Party | | | |
| Grand opening | | | | | | | | | | Ribbon cutting Riverdale cast on site Live local bands | | | |

Sample creative IMC tactic

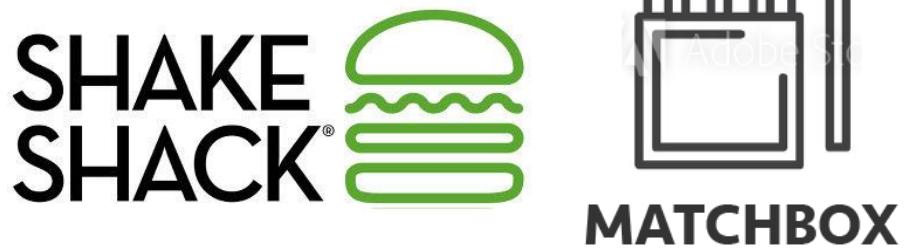
This Instagram post features two of Riverdale's starring cast members sharing a burger and shake. We will utilize geo-tags and relevant hashtags to garner likes, shares, and views.

Designed to motivate people to trial Shake Shack and see what the fuss is about, the post is clear, simple, relevant to the audience, tantalizing and shareable. It establishes Shake Shack's hip, youthful brand image, portrays it as a desirable place to be. More than solving a hunger problem, Shake Shack solve a fitting-in and belonging problem. It is an emotional approach, playing on a fear of missing out, and of a desire to fit in.



An Instagram post featuring two women, likely Riverdale cast members, sharing a meal at Shake Shack. They are leaning over a table, both sipping from milkshakes. On the table are two milkshakes (one chocolate, one vanilla), a basket of chicken wings, and a plate with a burger and fries. The Instagram interface is visible, including the camera icon, the 'Instagram' logo, and sharing options. The post text is as follows:

miapeace520 Guess who's joining us for the
#shakeShakeVancouver grand opening? Be there,
July 1st at the #CouplandHappyWall! #ShakeShack
#ShakeShackBC
#ShakeShackVancity
#Lowermainland
#burgers
#shakes
#fries
#vancouver
#dailyhivevancouver
#riverdale
#grandopening
#burgersandfries
#beerandburgers



THANK YOU!