



Media & Promotions Inc.
Marketing. Advertising... Results.



Case Study

Challenge

A Schlotzsky's franchisee wanted to create a big buzz in the Tulsa community about their newest location opening. This store was the first concept of its kind in the area with 3 brands under one roof: Schlotzsky's, Cinnabon & Carvel Ice Cream. They wanted to raise awareness of the new location, drive traffic and excite the community.

Tactics

MP presented the idea of a "like-live" TV remote, we felt this was a great format to communicate all the many things the new restaurant has to offer. We narrowed it down to one TV station in the market and planned a schedule around the grand opening. With the opening slated for a Monday morning, we recommended airing spots Sunday night in prime time and Monday morning during back to back news programming (local and national). MP negotiated the package with the station, hired the talent and was on-site to direct the 7 different commercials which highlighted different areas of the menu and business. The remote host visited with restaurant staff and happy Schlotzsky's customers to tell viewers about the unique multi-brand concept and the wide variety of menu items for breakfast, lunch and dinner.

Results

- Store sales were triple that of an average day!
- Customers were lined up outside the door at 5am waiting for the store to open
- The franchise owners were very impressed with the TV exposure they received
- Customers that came in stated they saw the TV spots and that's how they knew about the opening
- The corporate field marketing manager said "shooting and airing on the same day is pretty amazing"
- "The store has done amazing sales and has continued to do so" – Franchise Owner

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