



Agency Pitch

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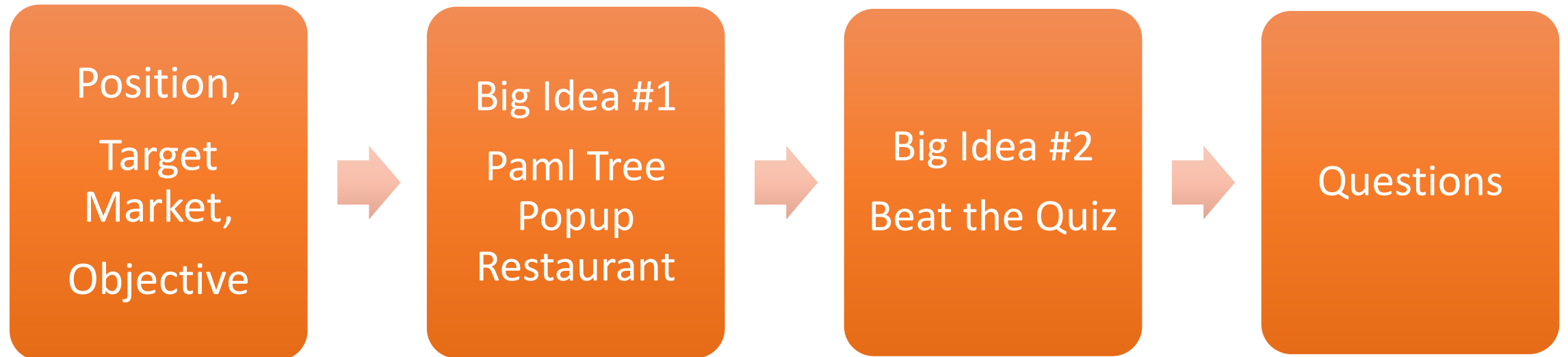


Summary

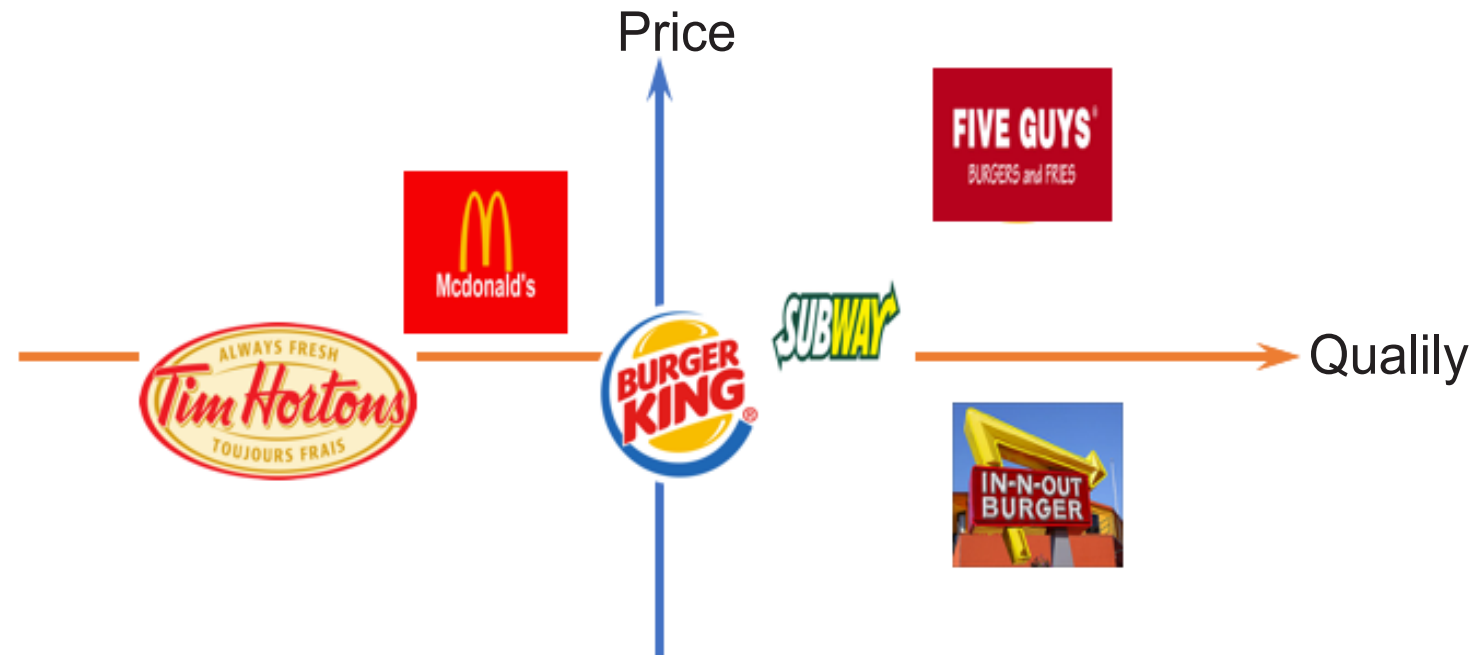
- Our client has a very strong brand image and a well-known tagline in USA, but not in Montreal.
- We will use their brand image to expand IN-N-OUT Burgers brand in Montreal.
- New restaurant will open on 20th November 2018 on the Saint Catherine Street near the Fort Street in Montreal.



AGENDA




Positioning






Target Audience

- 20- 35 years old students or employees
 - The aged around the new restaurant
 - Under \$25,000 annual income
 - Have fast-food purchasing history
 - Not very care about the healthy food
 - Take the metro or bus
 - Watch TV or read newspaper
 - Have facebook account and Instagram or snapchat account
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Objective

- Creating an Integrated Marketing Communication campaign
 - Start in October 2018 and over 2 months in Montreal
 - Before and after opening the restaurant
 - To create the awareness of the In-N-Out brand in Montreal
 - Build up the reputation: the freshest food with secret menu in lower price
 - To announce the location and opening time of the new restaurant
 - Increase website traffic and increase company visibility
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Big Idea #2

How many secret menus do we have?



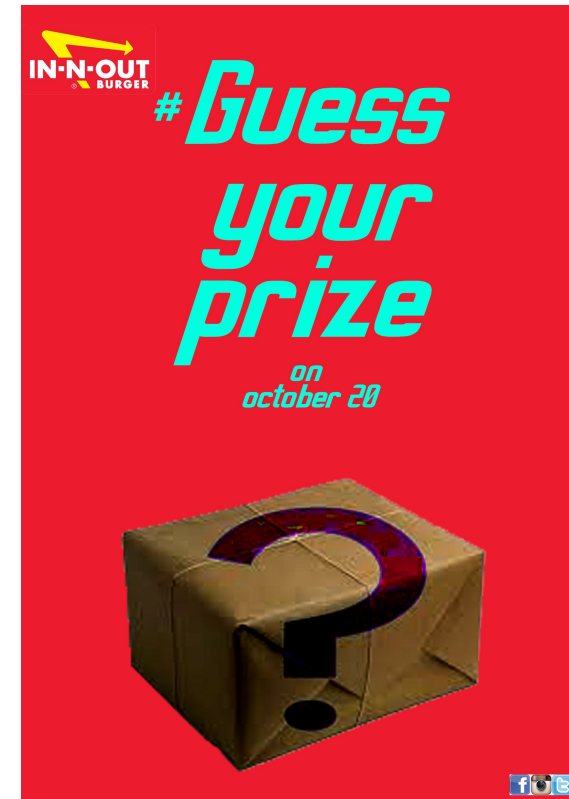


Big Idea #2 – Beat the Quiz

- Secret Menu is not so secret.
 - Guess a total of how many secret menus do we have?
 - The event deadline is two days before launch opening.
 - Guess right people who will receive a barcode of the award notification within a week of opening, and a free hamburger can be obtained with this barcode within a month after opening.
 - This barcode can only be used once.
 - The answer revealed: the opening day also announced the answer in newspapers and television and social media and radio.
 - Participation by: email, online, phone call, mail.
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Big Idea #2 – Media Strategy

- TV: CBC and TVA
- Radio: CBC
- Newspaper: Metro and Gazette
- Metro and Bus
- Distribute the flyers within 5kms around the restaurant
- Online
- Facebook
- Instagram
- Snapchat






Big Idea #2 – Online Advertising

- Create a Beat the Quiz webpage in the In-N-Out website. The webpage will be linked to the Facebook, Instagram and Snapchat event ads. This will increase website traffic and increase company visibility.
- Participants need to fill in the email address or phone number, we will use the email address or cell phone text message to send the QR code to the winners. We will use the email address send to them promotions information and new menu after opening.
- Use blog influencer to write an article about the secret menu, give the indirect answers, let people to read and calculate it by themselves.



Big Idea #2 – Flow Chat

Date	Content	Media
Oct.20, 2018 - Nov.17, 2018	Beat Quiz	TV, Newspaper, Radio, Metro Station, Bus, Flyers, Website, Social Media and Blog
Nov.18, 2018 - Nov.19, 2018	Reveal the answer	TV, Newspaper, Radio, Website, Social
Nov.20, 2018 - Dec.19, 2018	Get free burger and try secret menu	TV, Newspaper, Radio, Metro Station, Bus, Flyers, Website, Social Media and Blog





Questions?