


# SHAKE SHACK

*We'll bring the burgers!*

**Ya We Good** - Ashley Reid, Javin Lo, Emily Matick, Tiago Zamponi, Luna Morita & Rafaela Borges



*Creating excitement* since opening the first store  
in New York 13 years ago.

Focused on *customer experience* through in the  
exceptional attitudes of employees, high-quality food  
locally sourced natural ingredients building on  
*community values.*

# In a league of their own.

Owning the burger sector of 'fast casual' dining since they opened their first brick and mortar location in 2004.

They have adopted an

*Away from competitor strategy*



A group of Starbucks employees in a cafe, smiling and high-fiving each other. The background shows a menu board and coffee-making equipment.

## What it's all about

An individualized,  
memorable & inviting  
environment.

Creating an experience  
beyond the building,  
*enhancing the community*  
of each location.

**Strong brand appeal  
with proven**

*Worldwide Success.*



**134 Locations.**

In the U.S.A., Bahrain, Japan, Kingdom of Saudi Arabia, Kuwait, Oman, Qatar, Russia, South Korea, Turkey, United Arab Emirates and the United Kingdom.



## **Will it work in Canada?**

Authentic, community driven experience in a burger shack combined with a ridiculously cool environment that embraces the entire dining ritual.

*Canadians love that kind of thing.*

As reported by the Business Development Bank of Canada (2013),

“Majority of Canadians now make an  
*effort to buy local* or Canadian-made products  
and some are willing to pay a premium”

The value of using local products and the *positive impact it makes on the community* is essential to Shake Shack's growth and development in the Canadian market.



This strategy exemplifies Shake Shack's belief in *good food for good people* and the importance of community involvement to source the freshest and most sustainable ingredients





Creating *excitement & intrigue* through community engagement we will connect with Canadians, and more specifically Vancouverites.

We don't want to be the weird guy at the end of the block we want to be your great new neighbours.

*We'll be the life of the block party*



Of course, *we'll bring the burgers.*



## Shake Shack's model of business is:

*Particularly appealing to **Millennials** who tend to care less about price than about ethics.*

*Better quality food and environments have made **fast casuals** the only segment of the restaurant industry that has **steady growth** since 2009*

A group of diverse young people, likely Millennials, are shown cheering and raising their fists in front of a brick wall. The image is overlaid with a dark semi-transparent layer containing white and green text. The text describes the Millennial group's prominence in Canada, their willingness to invest in brands they believe in, their interest in community experiences, and their value for CSR strategies. The phrase 'part of a social movement' is highlighted in green script.

The Millennial group is prominent in Canada:  
they have money to *invest in brands they believe in*  
They are willing to pay for the community experiences  
associated to brands. Millennials value CSR strategies  
and want to be *part of a social movement*

# Key Objectives



We will focus on creating curiosity and building brand awareness with our target market for the new location in Vancouver.

Encouraging active engagement with the Shake Shack brand and increasing awareness in Canada.

Behavioural objective of:

*successful brand trial and  
creating brand salience*

# *Brand Awareness:*

# 60%

of Millennials within Metro Vancouver to be able to recognize the brand  
within six months after the day of the opening

(January 1st, 2018 - Consumer Survey)

*Stimulate Brand Trial:*

**Sell to 2%**

Sell products to at least 2% of the people who are participating in Canada Day activities downtown Vancouver on July 1st, 2017.

(The city of Vancouver is expecting around 250,000 at the event)



*Stimulate repeat purchases:*

**Get 10%**

of the people who attend within the first week of opening to sign up for the “Shake Shack loyalty program” and provide their email within the first week of visiting the location.

(<https://shakeshack.myguestaccount.com/guest/> - signing up involves the purchase of a gift card and registering it online)

# Strategies

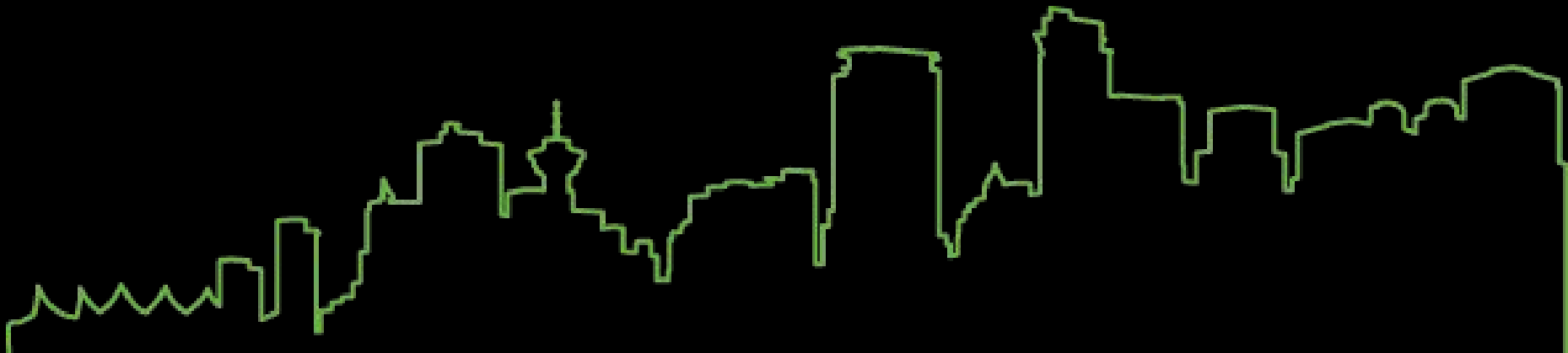


We will be recognizable, reinforceable and functionally provocative.

We want to capitalize on the block party feeling of the Canada Day celebrations for our launch.

We want to invite everyone to  
*come down and meet your  
new neighbours*

*Build excitement & anticipation*  
around the expansion of Shake Shack with  
the first Canadian location in Vancouver



Focus on digital and public relations tactics with subtle messaging in advertising to expand organic social reach and *create a buzz*

These strategies will be supported by a campaign of out of home and transit media to *gain full exposure, increase reach & create interest* in the physical as well as digital space

We will measure the campaign's success with available tools to *set benchmarks* for the Canadian market as well as data collected through the execution of an ongoing customer survey in-store

The background features a dark green area chart with a jagged, upward-trending line. Overlaid on this is a dashed light green line with purple circular markers at each data point, showing a fluctuating trend.

# *Building a Buzz:* Out of Home

Outdoor advertising is perfect for raising Shake Shack's awareness.  
It can drive purchase consideration and intent, and be  
used to communicate brand positioning.







## *The mobility of transit advertising is optimum*

With subtle messaging to capitalize on the buzz that's begun to hint at the arrival of Shake Shack in Vancouver.

Improve reach and frequency, cost efficiency and hit our target audience in strategic locations.



VANCOUVER

We heard you're having a party.  
We'll bring the ***burgers!***



Coming to the neighbourhood on July 1st

# *Starting the Conversation*

## **Digital & Social Media**

Online advertising is extremely targetable and measurable, allowing for a high level of efficiency and optimization, based on the results generated.



In 2016, the average Millennial with internet access,  
spends *3.1 hours a day* on their mobile devices,  
almost a whole day – every week

That's equivalent to  
*47 days* over the course of a year

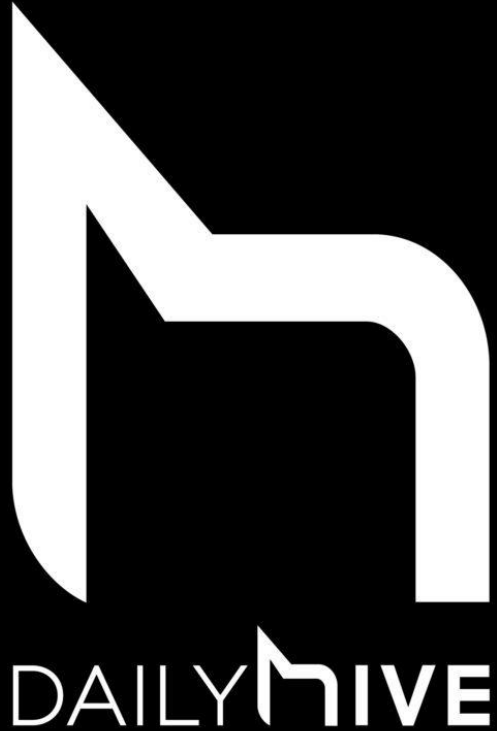




**92% of recommendations** from influencers  
are more highly trusted than those coming straight  
from brands themselves



*Media Influencers*



**SCOUT  
MAGAZINE**

**THE VANCOUVER SUN**



# VIP Blogger Affiliates



Miss 604



The Food Gays



Vancouver Foodie

*Special Media Event*, engaging local media and  
influencers with an exclusive invitation to a  
*Housewarming Party*





## *The Housewarming*

an exclusive VIP event to tease what's coming.

At the event each influencer will be provided with a media kit including brand info, a press release and a trendy Shake Shack toque, that's oh so Canadian & instagrammable.



# Influencer Tactics

- Sharing photos and speculation associated to the giant neon hamburger
- Sponsored content posts on media outlets  
Spreading messages of speculation on Instagram, Facebook and Twitter using #ShakeShackVan
- Intriguing invitations to the exclusive VIP housewarming party that are shareable.  
The invitations will be on brand, but only a tease that it's actually Shake Shack
- Video production of the event to share & tease for the actual launch day
- Shareable teaser content & photo booth pictures from the Housewarming event with "It's official" announcements
- Photos of the party, store interiors and that we'll be opening during the Canada Day festivities and joining in the block party with *'We'll bring the burgers'*

# Additional (Minor) Social Media Tactics

- Using Instagram Stories on Shake Shack's primary account (@shakeshack) to show to followers the preparations for the VIP Housewarming event
- At the event, on June 30th, we will conduct short, interviews with the bloggers about the Shake Shack experience. "Can you show us how you shake it up?"
- Share content about the outdoor advertising campaign on Shake Shack's Instagram account and include exclusive announcements with teasers leading up to Canada Day store launch
- We will create an exclusive Canadian fan pages; @ShakeShackCanada
- Support the Canadian fan page and connect to the main brand site with with multiple "teaser" posts - paid & organic
- Support the Canadian page through teasers on the main brand page using their 250K followers to spread the news
- After the launch we will continue paid posts that are geotargeted to the immediate Greater Vancouver Area to continue the reach of the campaign



shakeshack

2 days ago

Burgers and bling. Congrats to #shackfan Michael who got a special mention to his lovely lady at the Mad Sq Park Shack on April 19th. #shakeshack #shackburger #burgerballin #shinebrightlikeadiamond

Follow



minniepamu17, luvmoh, isilverstein923 and 1,309 others



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# *Keeping the Momentum Going* **Experiential Marketing**

Community is such an integral part of the Shake Shack brand identity.  
Without experiencing the brand, it's just another burger.

On opening day (Canada Day downtown) we are  
concerned about the extra traffic to the store  
*compromising the overall experience*  
of the launch.





# *Back to our roots on the streets.*

Starting strong in Vancouver  
with ability to expand the  
experiential reach.





## Introducing Shake Shack as the *waterfront's new neighbours*

- The food carts will feature a simple teaser menu featuring the Maple Frozen Custard with information that the full menu is available at the new location
- Each customer will be given an invitation to 'our place' to eat:

*"Nice to meet you, we should  
have dinner sometime"*

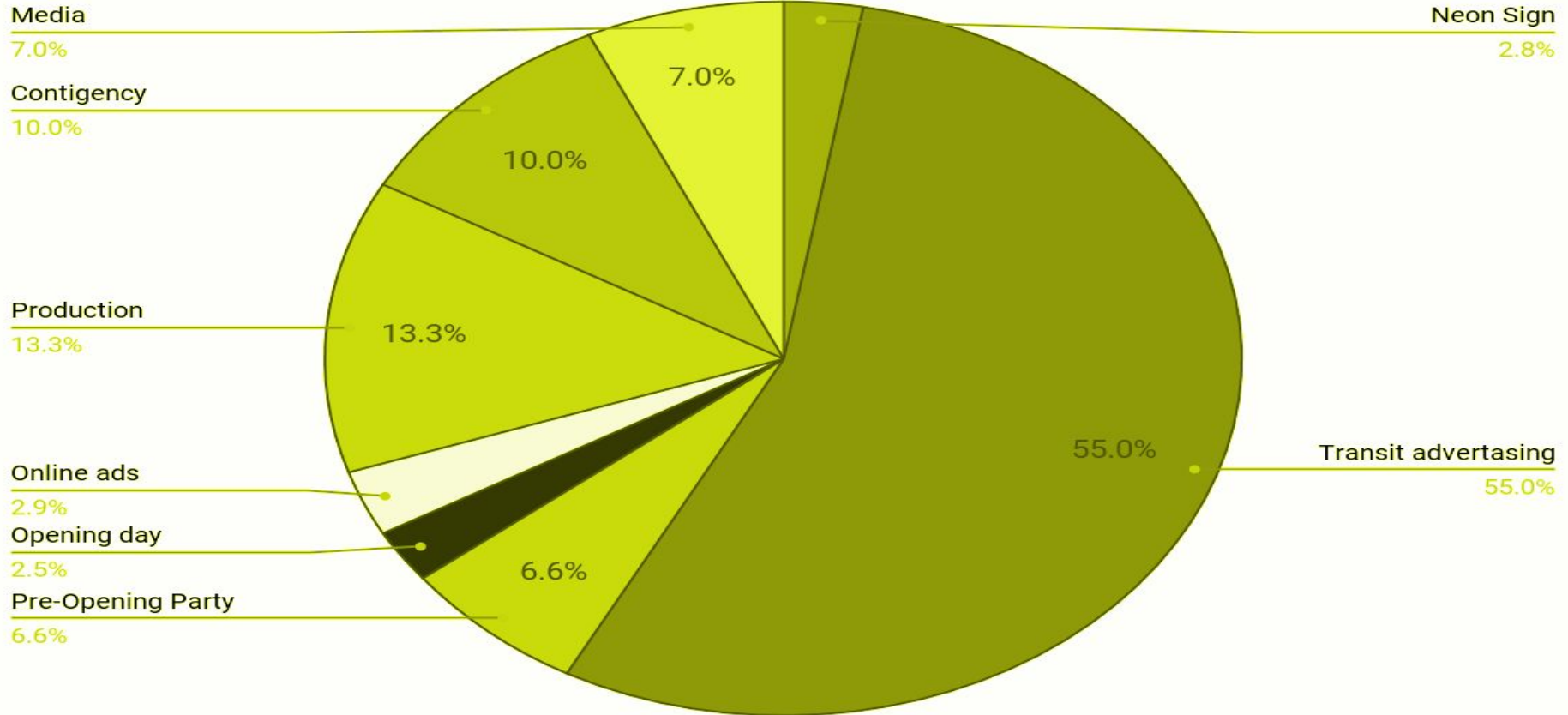
# Tactics at the store

For the first week of opening we will continue these tactics to accommodate the high traffic associated with the excitement of the launch.

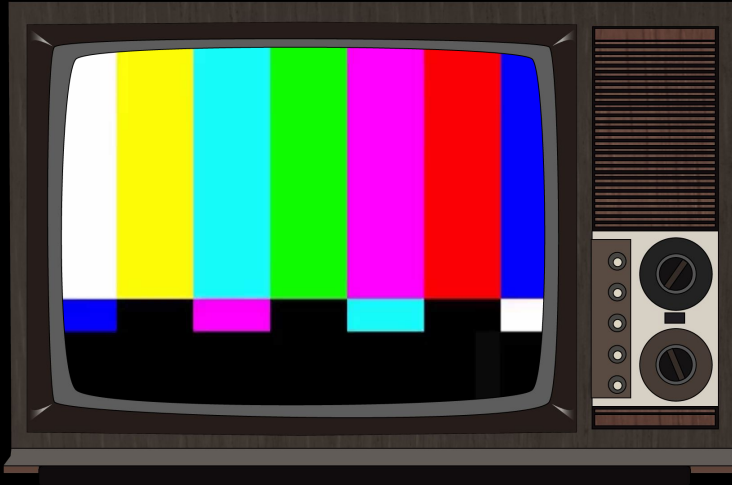
- Line up entertainment with engaging staff
  - Shake Shack Playlist & DJ
  - Canadiana style entertainers - Spoon musicians, Lumberjack entertainers
  - Canada themed photobooth
- Staff to play trivia games with customers in line to win a \$10 gift card, each include information about the Shake Shack Loyalty program. Trivia will feature Vancouver and the Shake Shack brand
- The store will be designed to feel quintessential Canadian and oh so Vancouver
- We will also feature an exclusive product just for the new Canadian location - a pure maple frozen custard
- Staff will use ipad based surveys to engage with customers around the event
- Later, survey stations will be a permanent fixture in store that customers can choose to engage with



# Budget



# Tactics Not Chosen - Television



- *Not our demographic*  
TV consumption is more common among seniors in Canada
- *Time Flies,* The processing time required to absorb the messages doesn't allow time to connect to the viewer
- *Television is limited by selective exposure.* There's no guaranteed exposure for our target audience

A man in a white shirt and dark tie is looking intently at a vintage car radio. The background is dark and moody, with the man's face and the radio being the primary light sources. The radio has a classic grille and several knobs.

## Tactics Not Chosen - Radio

- *Not our demographic*  
Our audience is more likely to download or stream music
- *Audience is on the move,*  
maintaining the attention of the listener can also be an issue as Radio programming
- *Lack of Visual* We want to create “mystery” and make people curious through visual hints and innuendos



## *Tactics Not Chosen - Print & Magazines*

- *Time is of the essence*  
magazines by nature do not effectively convey urgency our campaign has limited time frame
- *Reach and frequency:*  
Magazines are generally not as effective as other media in offering reach and frequency

# Since You Asked, More on Measuring:

We'll see the successes of this campaign by means appropriate to each executed tactic.

## Survey

- Collecting customer data for future campaigns and insight specific to Canadian consumers
- Q&A associated to brand experience, how did you hear about us

## Sales Data

- To set benchmarks in our market for future sales
- To compare with successes of those in similar markets

## Media Buys

- Evaluated through analysis of press coverage throughout campaign
- Evaluated through in-store feedback survey Q: How did you hear about us?

## Digital Campaigns

- Analytics tools
- Content evaluation tracked through # of mentions, shares, hashtag use, relevant web traffic

## Social Media & Influencer Relations

- Measuring engagement with Shake Shack content
- Reach of sponsored/affiliated blogger content
- Attendees of VIP event



Ya We Good!

