



**LET'S BE
AMAZING
TOGETHER**

Forward Communications

December 1, 2015

Christa Burkholder | Emily Maag
Stephenie McCurdy | Chrissy Swintz

EXECUTIVE SUMMARY

Amazing Joe's Steakhouse is a growing restaurant chain rooted in Muncie, Indiana. The restaurant creates a unique atmosphere that is designed to ensure highest quality service to their guests. They keep a diverse menu to help cater better to families. Amazing Joe's aspires to give the highest quality food and service possible at a price that can be afforded by their target market.

Through research, a lack of social media presence, a need for grass root marketing, and way to increase promotion about philanthropic efforts was discovered.

Our research is a compilation of information on various restaurants in the Indianapolis location, a media monitoring report done on Amazing Joe's and a survey targeted at Amazing Joe's guests. We used this information to create a SWOT analysis that would help direct the campaign.

All of the research results aided in determining the client's situation that helped us establish the key publics and messages of the campaign. We then created a goal to build relationships in the new Indianapolis location to increase the Amazing Joe's presence. After establishing a goal we created five objectives to help us measure that goal. Finally, a list of strategies and tactics were created to help us meet those objectives.

In this report we included an implementation plan that will help guide this campaign. This campaign plan will help build Amazing Joe's presence at their Indianapolis location and create a restaurant that has a strong focus on guest service, great food and giving back to the community.



WHAT'S ON THE MENU

Situation Analysis	2
Strategic Recommendations	4
Tactics	8
Implementation Plan	20
Budget	24
Evaluation Plan	26
Appendix	30
Contact Information	30



SITUATION ANALYSIS

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Brand loyalty• Food quality• Prices• Strong engagement with philanthropy• Staff expertise• Excellent reputation• Strong focus on guest service	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Lack of parking• Social media presence• Consistency in brand image• Flexibility in offering coupons
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Expanding social media presence• Alliances with local schools in Indianapolis• Special events• Creation of specialty items• New customer base• Larger customer base	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• More competition• Growing demand for organically grown food• Traffic patterns around Indianapolis location• Assumption that high prices are a sole indicator of quality dishes• Lack of connections in Indianapolis

STRATEGIC RECOMMENDATIONS

Key Messages

- Amazing Joe's gives a unique dining experience with a strong focus on guest appreciation by creating a workplace which prioritizes high guest satisfaction.
- Amazing Joe's holds strong values within social responsibility and invests in local schools and businesses to promote a unified, better community.
- Amazing Joe's values the ability to allow their guests to experience high quality food at a fair price.

Engaging with Key Publics

- **Middle Class Families**
Creating a family-friendly atmosphere with a strong emphasis on guest service
- **Young Professionals**
Using social media platforms that create easy access to information and creative content to promote brand personality
- **Local Schools and Businesses**
Send fliers and visit locations in order to build alliances with schools and businesses to mutually benefit each organization involved

Goal

The goal is to build relationships in the Indianapolis area to increase Amazing Joe's presence and prominence.

Objectives

- Meet break even point (BEP) within six months of opening the restaurant
- Receive media coverage through five media outlets
- Attract three businesses to establish organizationally specific special promotions
- Reformat social media content to create more diverse content with 50 percent of posts to be about food, 25 percent of posts to be about service or experience, and 25 percent of posts to be about alcohol
- Achieve 10 percent increase of enrollment in VIP program within six months of location's opening

Strategies and Tactics

- **Organizational Performance**

Create an atmosphere that is unique to the Amazing Joe's experience

Tactics

- Improve VIP program
- New training program for employees
- Extending hours to include lunch
- Offering free WiFi for guests

- **Saliience**

- Build a strategic social media following*

- Tactics**

- Becoming Amazing Together recognition program
 - Testimonials
 - Monthly strategic social media plans according to new format

- **Publicity**

- Promote awareness in the local community about Amazing Joe's*

- Tactics**

- New releases to local newspapers
 - Email pitches to invite food critics to Amazing Joe's
 - Advertisements in local media
 - Grassroots marketing

- **Alliances and Coalitions**

- Establish mutually beneficial partnerships with local business and schools*

- Tactics**

- Sponsorships within a specific philanthropy sector
 - Package deals for local business
 - Working with local businesses for mutually beneficial programs

- **Special Events**

- Creating a guest appreciation themed event to celebrate the anniversary of opening the Indianapolis location*

- Tactics**

- Birthday Bash

ORGANIZATIONAL PERFORMANCE TACTICS

VIP Program

The new VIP program will offer discounts and specials to guests who sign up. The program will be promoted through social media, in the restaurants, and on the Amazing Joe's website. The VIP Program will be an email coupon system, where the managers will send coupons via email on specific dates.

Servers can ask guests when they are first seated if they have any coupons from the VIP Program. Servers will need to remind guests at the end of their meal to sign up for the VIP program to receive discounts and specials.

Guests will receive a 10 percent discount off their meal for signing up. On birthdays and anniversaries guests can print off a coupon for \$10 off their meal. Every year on the day they signed up for the VIP program they will receive a \$5 off coupon. Guests who are members of the VIP program will be emailed before everyone else on the specials that are happening for the next month.

Training Manual

Amazing Joe's is all about providing guests with an amazing experience every time they dine. The root of accomplishing this starts, stops, and ends with employees, whether it is a hostess, server, member of the kitchen staff, or something in between. By creating a new manual for all employees to follow, Amazing Joe's will take the next step in ensuring every guest has an amazing experience no matter what location they step foot in.

Improved Hours and Free WiFi

Changing the weekday hours will allow Amazing Joe's to reach their young professional target audience. Business lunches can be conducted at the restaurant. Young professionals will want a place with great food at a decent price because they aren't making as much money as more established individuals. Offering free internet access will also create a better atmosphere for families and young professionals to bring in laptops and other electronic devices.

Suggested New Hours

Monday- Thursday: 12 p.m. - 10 p.m.

Friday- Sunday: 11 a.m. – 11 p.m.

SALIENCE TACTICS

Becoming Amazing Together Program

Becoming Amazing Together is a social media tactic to improve relationships with social media following. The idea will be to pick out Amazing Joe's guests or employees to highlight as someone who has become amazing.

- **Who is this person?**

Someone who exemplifies the Amazing Joe's values, this could be an employee or someone in the community.

- **How do you find them?**

Nominations, at the front of the restaurant there should be a box to anonymously nominate someone you know. All employees should nominate one person each month and recommend for their guests to nominate someone. The final decision will be made by the restaurant managers.

- **What does the nominated person get?**

The winners will get a free meal and they will be mentioned on our social media.

Social Media Requirements

- Tweets about different menu options should be done weekly.
- Tweets about drink specials should be every day there is a special
- Pictures of staff should be posted weekly.
- Pictures or tweets about guests should be done bi-weekly.
- Tweets about non-profit alliances or groups sponsored by Amazing Joe's should be posted bi-weekly.
- All mentions should be responded to within 24 hours of the tweet.
- There should be at least one guest testimonial a month shared.
- All philanthropy events should be promoted two weeks prior to the day of the event.

PUBLICITY TACTICS

News Releases

News releases about happenings around Amazing Joe's will be sent to:

- **Indianapolis Business Journal**
Tom Harton - Contributing Editor
- **Inside Indiana Business**
Dan McGowan - Reporter
- **Indianapolis Star**
James Briggs - Business Reporter

Email Pitches

Email pitches to entice new people to try Amazing Joe's will be sent to:

- **Indianapolis Star**
Liz Biro - Food and Dining Reporter
- **Food Network - *Chopped***
Ted Allen - Host of *Chopped*; from Carmel area

Radio Advertisements

Radio advertisements are still a relatively cost-effective way to reach a large audience. Possible stations for Amazing Joe's advertisements include:

- **WZPL** - Top 40
- **WFBQ** - classic rock

Radio Sponsorships

Sponsoring high school radio stations is a beneficial way for Amazing Joe's to further invest in their community while also expanding on their possible guest traffic. Possible radio stations for sponsorships include:

- **WJEL** - North Central High School
- **WBDG** - Ben Davis High School

ALLIANCES AND COALITIONS TACTICS

Sponsorships

Our main focus is giving back to schools in the community. Amazing Joe's strongly believes in karma and getting back what you give, and funding education is a direct representation of that. By investing in the children in the community now, you are setting up your community for future successes.

Amazing Joe's will reach out to school districts in the community to offer the Out on a School Night program. Initially, Amazing Joe's will give 15 percent of all food and beverage sales (excludes alcohol sales) back to the particular school that evening. An additional 5 percent will be given back for parties showing school spirit. If this becomes too much of a financial burden for Amazing Joe's, the giving back will continue, but will only for parties who bring in handouts showing they are with the school.

School districts include:

- Washington Township Metropolitan School District
- Pike Township Metropolitan School District
- Lawrence Township Metropolitan School District

Special Package Deals

Building relationships is essential for any business, but is crucial for the success of new business ventures. The goal is to communicate with these businesses what Amazing Joe's is, why they should choose it for themselves, and why they should recommend it to others. This will be done primarily by motivating members of these businesses to try our product, whether it is through the trays or through distributed offers. The idea is not to sell, but rather to share the experience of Amazing Joe's. Also, it is crucial to emphasize we want to reciprocate any actions as much as possible as needed.

Retail and hotel management staffs would be contacted about purchasing trays for their employees to enjoy on breaks during peak seasons. Ideally, a mini/sampler tray would be delivered with information about the tray options. Coupons for regular purchases would also be offered. These trays are a way for many local people to try various types of food at a fast pace, and they are likely to recommend to people who are visiting or out-and-about and looking for someone reliable for a great meal.

Partnerships

Other than promoting the holiday trays, we want to call or visit locations in person to build relationships. Amazing Joe's thrives off of genuine human connection, and we want people to understand we pride ourselves on our service right off the bat. We want to extend the offer they come to enjoy a variety of offers on us, and we want not just managers and upper management to experience Amazing Joe's, but everyone.

- **Where are we going?**

- - Retail outlets at The Fashion Mall at Keystone, Castleton Square Mall, and in The Village in Broad Ripple
- - Local hotels immediately near Amazing Joe's
 - > Drury Inn & Suites Indianapolis Northeast
 - > Hampton Inn Indianapolis/Castleton
 - > Suburban Extended Stay Northeast
 - > Candlewood Suites Indianapolis
 - > AmericInn Hotel & Suites Indianapolis Northeast
 - > Staybridge Suites Indianapolis-Fishers
- - Top hotels near Keystone Crossing
 - > Sheraton Indianapolis at Keystone Crossing
 - > Hyatt Place Indianapolis/Keystone
- - Car dealerships
- - Real estate offices
- - Banks and credit unions
- - Law firms

- **What's in it for them?**

Each location will have a say in deciding how exactly each promotional option will be executed. However, all organizations will receive promotion from Amazing Joe's in their Indianapolis location as well as on social media during its campaign duration.

- *Car Dealerships* - offering coupons to give to people who test drive vehicles during certain time periods, gift cards when signing; social media promotion from Amazing Joe's for potential higher traffic into their locations

- *Hotels* - offering coupons to give guests upon check-in; including staying at particular location earns guests discounts at local restaurants may motivate people to choose one hotel over another

- *Real Estate* - coupons/small gift card given upon signing; something extra to offer new homeowners as a takeaway they remember to make signing a memorable and special experience, making them likely to recommend said agent in the future

- *Law Firms* - knowing somewhere new and memorable to go to break the mold and show clients somewhere new; trays are good for late nights at the office

SPECIAL EVENTS TACTICS

Birthday Bash

Amazing Joe's birthday is a buffet styled dinner that will be open to the public to help celebrate the one-year anniversary of Amazing Joe's opening their store in Indianapolis. There will only be certain items available for dinner the night of the event. In order to celebrate our guests for helping us stay open for the year we will be distributing gift cards to local stores throughout the night. The store will be decorated like a birthday party, including balloons and streamers.

IMPLEMENTATION PLAN

January 2016

- **Week One** - have new trifolds placed on tables
- **Week Two** - open
- **Week Three** - open
- **Week Four** - open

February 2016

- **Week One** - open
- **Week Two** - air non-student radio ads
- **Week Three** - sponsor student-run radio
- **Week Four** - open

March 2016

- **Week One** - open
- **Week Two** - reach out to car dealerships for partnerships
- **Week Three** - open
- **Week Four** - open

April 2016

- **Week One** - air non-student radio ads
- **Week Two** - open
- **Week Three** - open
- **Week Four** - open

May 2016

- **Week One** - open
- **Week Two** - reach out to downtown hotels about partnerships
- **Week Three** - open
- **Week Four** - open

June 2016

- **Week One** - open
- **Week Two** - reach out to local hotels about partnerships
- **Week Three** - open
- **Week Four** - open

July 2016

- **Week One** - open
- **Week Two** - open
- **Week Three** - open
- **Week Four** - open

August 2016

- **Week One** - open
- **Week Two** - air non-student radio ads
- **Week Three** - sponsor student-run radio
- **Week Four** - School's Night Out fundraising night

September 2016

- Week One - open
- Week Two - open
- Week Three - sponsor student-run radio
- Week Four - open

October 2016

- Week One - open
- Week Two - open
- Week Three - open
- Week Four - reach out to retail organizations about partnerships

November 2016

- Week One - reach out to hotels about partnerships
- Week Two - follow up with retail organizations
- Week Three - open
- Week Four - air non-student radio ads

December 2016

- Week One - follow up with hotels
- Week Two - air non-student radio ads
- Week Three - reach out to car dealerships about partnerships
- Week Four - open

BUDGET

Promotional Costs

- News Release - \$00.00
- Email Pitch - \$00.00
- **TOTAL - \$00.00**

Advertising Costs

- High School Radio Sponsorship - \$300.00
- High School Radio Sponsorship - \$300.00
- Top 40 Radio Ad - \$616.00
- Classic Rock Radio Ad - \$616.00
- **TOTAL - \$1,832.00**

Production Costs

- Trifolds (50 full-color) - \$30.00
- Premium Business Cards (100 cards per month) - \$120.00
- Premium Fliers - \$250.00
- Training Manual (3 15-page binders) - \$24.00
- **TOTAL - \$424.00**

Special Event Costs

- Gift Cards (in case of none in partnerships) - \$100.00
- Renting Helium Tank (8.9 cu. ft.) - \$45.00
- Balloons - \$100.00
- Magician - \$150.00
- **TOTAL - \$395.00**

Administrative Costs

- Rent (\$600/month) - \$1,200.00
- **TOTAL - \$1,200.00**

Professional Service Fee

- Account Director (5 hours per week for \$50 per hour) - \$12,500.00
- Account Executive (15 hours per week for \$22 per hour) - \$16,500.00
- Account Executive (5 hours per week for \$22 per hour) - \$5,500.00
- Account Executive (5 hours per week for \$22 per hour) - \$5,500.00
- **TOTAL - \$40,000 (for 50 weeks in a year)**

Distribution Costs

- Constant Contact Email Program - \$420.00
- Traveling Costs - \$500.00
- **TOTAL - \$920.00**

Total Costs

- Promotional - \$00.00
- Advertising - \$1,832.00
- Production - \$424.00
- Special Event - \$395.00
- Administrative - \$1,200.00
- Professional - \$40,000
- Distribution - \$920.00
- **GRAND TOTAL - \$44,771.00**

EVALUATION PLAN

News Release

- **How to Measure** - increased media coverage and increased restaurant traffic
- **Objective Met** - be covered by five local media facets in six months
- **Relation to SWOT** - drive a stronger overall brand message

Radio Advertisements

- **How to Measure** - increased restaurant traffic
- **Objective Met** - be covered by five local media facets in six months
- **Relation to SWOT** - reach new customer base

School Radio Sponsorships

- **How to Measure** - increase in restaurant from families and younger demographics
- **Objective Met** - be covered by five local media facets in six months
- **Relation to SWOT** - reach a new customer base and allows message overlap

Testimonials

- **How to Measure** - growth in social media interactions
- **Objective Met** - reformat social media content
- **Relation to SWOT** - reach a new customer base

Email Pitches

- **How to Measure** - increased media coverage
- **Objective Met** - be covered by five local media facets in six months
- **Relation to SWOT** - drive a stronger brand message

Becoming Amazing Together Program

- **How to Measure** - increased social media traffic
- **Objective Met** - reformat social media, increase VIP registration
- **Relation to SWOT** - social media content

Monthly Strategic Communications Plans

- **How to Measure** - increased number of social media followers
- **Objective Met** - reformat social media content
- **Relation to SWOT** - drive a stronger brand message, better social media content

School's Night Out

- **How to Measure** - high traffic and large donations to schools
- **Objective Met** - meet BEP within six months
- **Relation to SWOT** - stronger philanthropy, expanding customers

Local Partnerships

- **How to Measure** - increased traffic and rates of coupon redemption
- **Objective Met** - reaching out to local businesses
- **Relation to SWOT** - making connections in Indianapolis area

Special Promotions - Package Deals

- **How to Measure** - number sold to local businesses
- **Objective Met** - reach out to local businesses, meet BEP
- **Relation to SWOT** - expanding customer base, establishing connections in Indianapolis

Hours and Free WiFi

- **How to Measure** - increased sales during new hours
- **Objective Met** - meet BEP
- **Relation to SWOT** - competing with other restaurants in Indianapolis, attracting young professionals

Training Manual

- **How to Measure** - employee retention and disciplinary action
- **Objective Met** - meet BEP, increase VIP program registration
- **Relation to SWOT** - drive a strong brand message

VIP Program

- **How to Measure** - number of people who sign up for the program
- **Objective Met** - achieve 10 percent increase in VIP program membership
- **Relation to SWOT** - struggle to provide discounts, providing better updates and engagement with guests

APPENDIX

COMPETITIVE ANALYSIS

Amazing Joe's top main competitors consist of Outback Steakhouse, Texas Roadhouse, and Chili's. Some other competitors that target to our key publics are HopCat, Kilroy's, and Houlihan's.

Outback Steakhouse and Texas Roadhouse are known for their steaks. Outback has a signature appetizer called the Bloomin Onion, which is popular among its consumers. Outback is a hugely popular steakhouse chain with around 180 locations in the United States. Texas Roadhouse is more of a family friendly steakhouse, which is something that Amazing Joe's also promotes. Texas Roadhouse has around 420 locations in the United States and is known for their steaks and barbecue ribs. Chili's is a family friendly restaurant that is right next door to Amazing Joe's. They are known for their Tex-Mex menu items. Chili's promotes their famous baby-back ribs, their Oldtimer burger, and their margaritas. Out of all our competitors, Chili's has the most locations around the United States with more than 1400 locations. Chili's and Outback Steakhouse both open at 11 a.m. and Texas Roadhouse is the only one that doesn't open until 4 p.m.

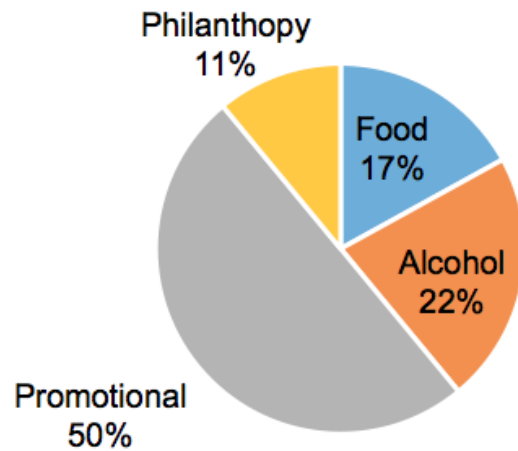
HopCat and Kilroy's are located in the Broad Ripple area, which is a popular area for young professionals to hangout. Kilroy's also has a location in downtown Indianapolis, which is also an area where young professionals frequent. HopCat is a brew pub that is known for their craft beer and their famous Crack Fries. In fact, their fries were named among "America's 10 Best French Fries" by Food Network. Kilroy's is a sports pub that is known for their burgers and their famous stuffed breadsticks.

Houlihan's is a restaurant in the Castleton Mall that targets to a younger demographic. Their menu includes a wide variety of food such as pub food, steaks, and pasta. These competitors do not have as many locations as the top competitors, but they have a strong presence in the Indianapolis area. All three competitors open at 11 a.m. and have later closing hours.

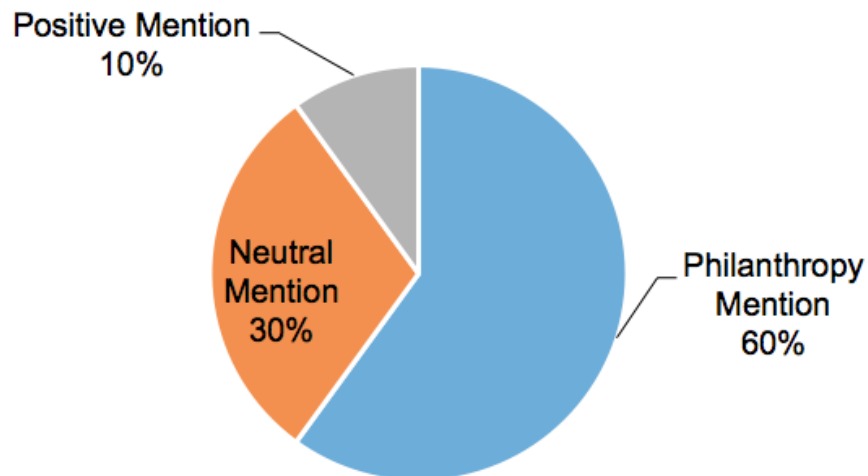
The restaurant industry is showing definite trends for the end of 2015 and even in 2016. In some parts of the country, the economy is rising and doing better. This will allow for people to explore other options in dining. However, the economy is still something that people are concerned about, so it is important to guests to go to an affordable restaurant. Another trend is that millennials are gravitating towards organic and healthier restaurants. A big thing that guests are attracted to is when a restaurant is involved in the community and continually gives back. Another big trend for restaurants is supporting local organizations. This means not just buying local produce, but also hiring a local band to provide live music in the restaurant. Things similar to those examples are what guests are looking for when they choose a place to eat. The National Restaurant Association reported that in 2015, 35 percent of restaurant consumers are more likely to use restaurant technology than two years before. It was also reported that casual and fine dining restaurants are going to increase their social media presence by more than 45 percent in the coming year.

SOCIAL MEDIA CONTENT ANALYSIS

Social Media Posts for January 2015-November 2015



Traditional Media Mentions for January 2015-November 2015



SURVEY

The Survey

This survey was completed by 25 Muncie locals. The purpose of the survey was to gain further insight on what Amazing Joe's target market in Muncie thinks about the restaurant to guide plans for the Indianapolis location.

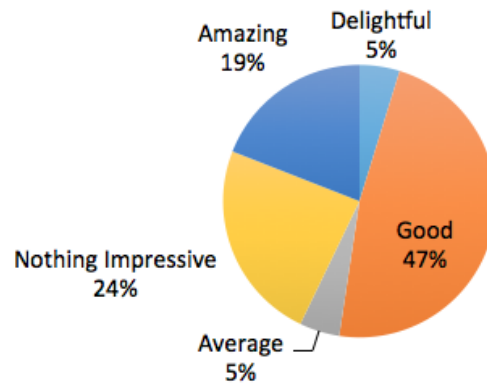
The Questions

- **When comparing to other restaurants, you would categorize Amazing Joe's most with?**
 - Applebee's
 - Texas Roadhouse
 - Scotty's
 - Fuji
- **What is the biggest factor in bringing you back to restaurants?**
 - Price/Specials/Coupons
 - Atmosphere
 - Customer service
 - Food quality
- **What caused you to return to eat at Amazing Joe's?**
 - Price/Specials/Coupons
 - Atmosphere
 - Customer service
 - Food quality

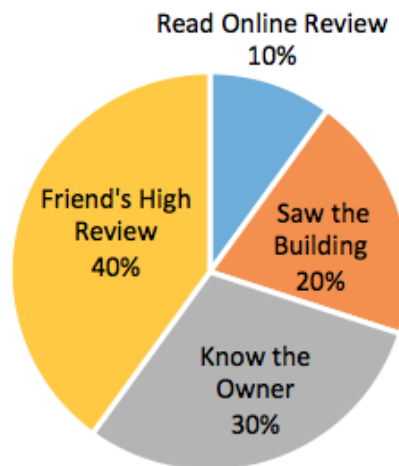
- **What is your number one casual dining restaurant choice in Muncie?**
open-ended
- **If you could describe your Amazing Joe's experience in one word, what would it be?**
 - Delightful
 - Good
 - Amazing
 - Liked
 - Nothing Impressive
- **Did you know Amazing Joe's partners with local programs to benefit the community every year?**
 - Yes
 - No
- **What's your go-to meal at Amazing Joe's?**
open-ended
- **What prompted your first experience at Amazing Joe's?**
 - Friend high suggested the restaurant
 - Saw the building/random walk-in
 - Know the owners
 - Read reviews online

The Key Findings

If you could describe your Amazing Joe's experience in one word what would it be?



What brought you into Amazing Joe's for the first time?



TRAINING MANUAL

At Amazing Joe's, we want to provide an amazing experience for our guests, which is rooted in exceptional guest service.

The Basics

- The answer is always yes!
- Have proper knowledge of the layout of the restaurant.
- Memorize the menu and specials.
- Dress in uniform and have good personal hygiene.
- Employees have a basic understanding of all job positions.
- Follow the acronym **S.E.R.V.I.C.E.** - social, engaged, responsible, vibrant, intelligent, courteous, and enthusiastic.
 - **Social** - You need to be able to communicate effectively with guests.
 - **Engaged** - Don't just take their order, but create conversations with guests.
 - **Responsible** - You are held accountable for making sure guest get what they want.
 - **Vibrant** - Must be able to show the guests your personality.
 - **Intelligent** - You have to use common sense and understand how to do your job correctly.
 - **Courteous** - Be respectful and let guests take their time to enjoy their experience.
 - **Enthusiastic** - Be a go-getter and think ahead to what guests might need.
- Thank guests for coming in and invite them back again.
- Understand how to use the cash register.

- Always remind customers of our VIP Program.
- Find something to do if you are not busy; don't just stand around.
- Work as a team with your co-workers.

Host/Hostess

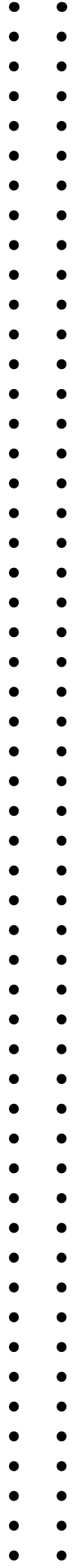
- Greet every guest as they come in the door.
- Seat guests as quickly as possible.
- Give accurate wait times to the guests.
- Know what tables are open for seating.
- If guests are waiting for a while, tell them they can wait in the bar or offer kids crayons and a coloring sheet.
- Help clear off tables if you are not busy.
- Thank guests for coming in and invite them back.
- Keep gift cards and VIP business cards organized on the hostess stand.

Server

- Greet the guests and introduce yourself
- Get guests their drinks within 2-5 minutes of them sitting down.
- Put guest's food orders in right after you receive it.
- Deliver the food to the tables in a quick and efficient manner.
- Clean off tables two minutes after guests leave.
- Ask guests if they are ready for the check, don't just give it to them.
- Be attentive to guests, but don't smother them.
- Have an understanding of our VIP Program and our social media "Becoming Amazing Together" campaign.
- Remind guests to nominate someone for the "Becoming Amazing Together" campaign.

Kitchen Staff

- Be mindful of your cook time.
- Cook food to Amazing Joe's standards.
- Clean kitchen equipment properly.
- Always wash your hands.
- Act in a safe and appropriate manner.



SOCIAL MEDIA PLAN

December 2015

- **Facebook**

- Share posts about community events involving the holidays
- Post about gift card availability
- Post about new location's proximity to the Fashion Mall
- Post pictures of hot food on cold days

- **Twitter**

- Emphasize the holidays
- Remind shoppers about gift cards and location being perfect stop for a lunch break
- Share festive pictures of Amazing Joe's around the holidays
- Potential hashtags - #HappyHolidays, #HolidaysAtAJs, etc.

January 2016

- **Facebook**

- Post photos of healthy menu options
- Post about New Year's
- Share about trying new things in the new year

- **Twitter**

- Focus on trying new foods, visiting new date places, asking someone out on a date, etc.
- Photos of healthier options for New Year's Resolutions
- Use hashtag #NewYearNewMe

- **Becoming Amazing Together**

Kickstart the campaign by choosing an employee who has worked their way up with the restaurant.

February 2016

- **Facebook**

- Post about Valentine's Day specials
- Share posts Amazing Joe's is tagged in
- Create a Valentine's Day graphic to share

- **Twitter**

- Mention Valentine's Day specials at start of the month
- Emphasize celebrating Valentine's Day all month and visiting Amazing Joe's any day - not just February 14
- Mention what to try on Valentine's Day

- **Becoming Amazing Together**

Try to pick someone who has done philanthropic work. Tie into love themes circulating because of Valentine's Day.

March 2016

- **Facebook**

- Share about Downtown St. Patrick's Day event
- Create St. Patrick's Day graphic to share
- Share pictures of green canal
- Share pictures of employees on March Madness game days and St. Patrick's Day

- **Twitter**

- Show support for Indiana basketball teams in March Madness with retweets, pictures of employees or guests supporting their team, etc.
- Pictures of employees participating in family-friendly

St. Patrick's Day activities

- Use hashtags like #MarchMadness and #StPaddysDay

- **Becoming Amazing Together**

Consider choosing a local basketball coach or player, or someone who has been very involved with family-friendly St. Patrick's Day fun.

April 2016

- **Facebook**

- Promote car dealership paired with

- Share posts about local schools in area

- **Twitter**

- Tweet about local car dealership partnership

- Promote dealership and the promotion

- Talk about new cars available at dealership

- **Becoming Amazing Together**

Consider choosing someone from the local car dealership partner.

May 2016

- **Facebook**

- Post pictures of families dining out to celebrate graduation

- Create "Congratulations, Graduates!" fliers/graphics

- Post pictures of patio when warmer weather hits

- Mother's Day banner/graphic for cover photo

- **Twitter**

- Feature employees who will be graduating soon

- Recognize local school graduations

- Promoting family dining for graduation and Mother's Day

- Talk about patio seating when warm weather hits

- Use hashtags #HappyMothersDay, #MothersDayatAJs, and

#GraduationWithAJs

- **Becoming Amazing Together**

Feature a graduate, particularly from a local high school, teacher, or a mother.

June 2016

- **Facebook**

- Create Facebook banner for father's day
- Create a cover photo of the patio
- Post about lighter food that is better for warm weather

- **Twitter**

- Tweets about family and summer fun
- Tweet about the patio being opened and going to eat after a day at the pool.
- Highlight more summer popular food options on the menu
- Mention father's day and remind guests of gift cards for dad

- **Becoming Amazing Together**

Choose someone who is a graduate, a father, or anyone celebrating a major milestone.

July 2016

- **Facebook**

- Share picture of staff celebrating the Fourth of July
- Create a cover photo with Red, White, and Blue incorporate
- Share event pages that are about local holiday events

- **Twitter**

- Early July should be about Fourth of July.
- If you participate in the Carmel Parade or Downtown Indy parade

it should be shared on social media.

- Decorate the restaurant in red, white, and blue and share photos on social media.

- Recognize sporting teams that come to Amazing Joe's for dinner through shout outs on twitter

- **Becoming Amazing Together**

- Choose someone who has become a regular/loyal guest, a "small town hero," or a military veteran.

- **August 2016**

- **Facebook**

- Share posts about the school you're benefiting

- Create event pages for the specific nights you will be donating to schools

- **Twitter**

- Start tweeting about back to school and give shout outs to specific schools

- Tweet about the sponsoring school benefit nights and be sure to tag schools in tweets

- Remind guests to enjoy the patio these last couple of months

- **Becoming Amazing Together**

- Select a longtime employee leaving for college, a local baseball star, or a student who received a scholarship for hard work.

September 2016

- **Facebook**

- Keep adding people and promoting your school events

- **Twitter**

- Tweet out at the schools the night of the school benefits

- Include patio tweets

- Start mentioning food that is more popular in the fall

- **Becoming Amazing Together**

Select a local hero or someone who has been outstanding in the local schools.

October 2016

- **Facebook**

- Post Halloween banner

- Share posts about Trunk or Treating events or other Halloween festivities

- Post about upcoming partnerships for local businesses through the holidays

- Create Facebook post teasing about the Birthday Bash

- **Twitter**

- Tweet about Halloween

- Tweet pictures of staff and guests dressed up

- Tease the Birthday Bash

- Remind followers that you will be offering catering options

- **Becoming Amazing Together**

Select a local community member involved in philanthropy, a small business owner, or a public services officer.

November 2016

- **Facebook**

- Post about Amazing Joe's Birthday Bash
- Post a new cover photo about the event
- Post about the Amazing Joe's work family and being thankful for them

- **Twitter**

- Tweet about your one year anniversary coming up
- Introduce #AJsBirthdayBash
- Create social media polls to help pick what guests like best at the restaurant to help build the menu
- Tweet about being thankful for our guests

- **Becoming Amazing Together**

Select someone who has become a regular over the past year, a staff member who has done a lot to help in the first year of being opened, or someone who helps a lot with donating to local charities around the holidays.

December 2016

- **Facebook**

- Share posts about community events involving the holidays
- Post about gift cards being available
- Post about the restaurant's location being close to the fashion mall
- Post pictures of hot food on cold days

- **Twitter**

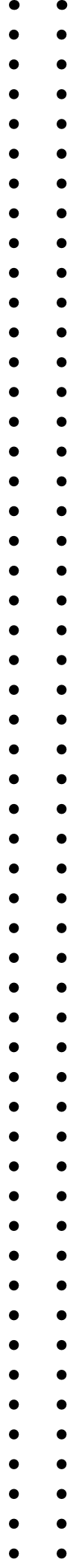
- Tweet with an emphasis on the holidays
- Remind followers that there are Amazing Joe's gift cards available

and about your location being ideal for Christmas shoppers needing a lunch break.

- Show festive pictures of Amazing Joe's around the holidays
- Potential hashtags #happyholidays, #holidaysatAJs, etc.

- **Becoming Amazing Together**

The chosen person could be a local sports team that just ended season and did well, a non-profit organizational leader, or a loyal guest.



RADIO

Stations

- **WZPL - 99.5**
 - Top 40
 - 44 percent of listeners between ages of 25-34
- **WNOW - 100.9**
 - Top 40
 - Listeners range from 18 (or younger) to 34
- **WFBQ - 94.1**
 - Classic rock
 - Most listeners range from 45-54
- **WJEL - 89.3**
 - Student station
 - Listeners mostly high school students and their families
- **WBDG - 90.9**
 - Student station
 - Listeners mostly high school students and their families

Advertising Script

“Hey folks, are you looking for a new place to take the family out? Here at Amazing Joe’s, we pride ourselves on buying steaks from some of the best suppliers and selling them at amazingly low prices. We have everything from our Joe’s Famous Hand-Cut Filet for him to our Grilled Salmon Filet for her. Come on out to 82nd street by the Fashion Mall, bring the family and let Amazing Joe’s show you what amazing looks like.”

PUBLICITY MATERIALS

News Release Format



News Release

contact:

FOR IMMEDIATE RELEASE

For more information

Chad Massoth, Owner

Phone

Email

Local restaurant does away with marketing plan

Indianapolis, Ind.—A local steakhouse expands to 82nd Street on November 16, despite no marketing attempts. Amazing Joe's Steakhouse, native to Muncie, Ind. silently opened their doors to curious onlookers and family and friends. The steakhouse currently has two locations, one in Columbus, Ohio and the other in Muncie, Ind.

As daring as a soft open may be, this is nothing new for steakhouse owners Mike Robinson and Chad Massoth. The steakhouse has a strongly-rooted philosophy in the strength of extraordinary hospitality and unmatched service that converts newcomers into regulars. In an interview prior to opening their second location, Robinson stated that he felt mass marketing wasn't necessary because if a restaurant does a good enough job, nearly eight to ten percent of guests will market for the restaurant.

The original steakhouse opened in 2008 by a handful of Ball State University alumni. After a few successful years, the steakhouse expanded to Columbus, Ind. where they first successfully executed their "no need for marketing" business model.

Instead of relying on mass marketing channels, Amazing Joe's focused on creating an Amazing Joe's community in Columbus. Five years later, the company is still thriving as the fourth best local restaurant to visit while in the Columbus area, according to Trip Advisor.

Amazing Joe's plans to hold that title in Indianapolis. The restaurant prides itself on their steak and customer service. Taking the place of another failed business, the steakhouse is famous for repurposing old buildings into success restaurants.

-###-

News Release Content

Local restaurant does away with marketing plan

Indianapolis, Ind.—A local steakhouse expands to 82nd Street on November 16, despite no marketing attempts. Amazing Joe’s Steakhouse, native to Muncie, Ind. silently opened their doors to curious onlookers and family and friends. The steakhouse currently has two locations, one in Columbus, Ind. and the other in Muncie, Ind.

As daring as a soft open may be, this is nothing new for steakhouse owners Mike Robinson and Chad Massoth. The steakhouse has a strongly-rooted philosophy in the strength of extraordinary hospitality and unmatched service that converts newcomers into regulars. In an interview prior to opening their second location, Robinson stated that he felt mass marketing wasn’t necessary because if a restaurant does a good enough job, nearly eight to ten percent of guests will market for the restaurant.

The original steakhouse opened in 2008 by a handful of Ball State University alumni. After a few successful years, the steakhouse expanded to Columbus, Ind. where they first successfully executed their “no need for marketing” business model.

Instead of relying on mass marketing channels, Amazing Joe’s focused on creating an Amazing Joe’s community in Columbus. Five years later, the company is still thriving as the fourth best local restaurant to visit while in the Columbus area, according to Trip Advisor.

Amazing Joe’s plans to hold that title in Indianapolis. The restaurant prides itself on their steak and guest service. Taking the place of another failed business, the steakhouse is famous for re-purposing old buildings into success restaurants.

Email Pitch Format



Subject: Giving Ruth's Chris a run for their money

Greetings Liz,

What if I told you that a new steakhouse is coming to Clearwater Commons that serves the same steak you can get at Ruth's Chris for nearly half the price?

Amazing Joe's puts a new standard on the ma-and-pop atmosphere. They up their quality by purchasing their steaks from high-end suppliers and selling them at family style prices.

We encourage you to test this theory and come out and try one of our steaks – after all they are *amazing*- and oh, don't forget the pickle chips.

Thanks,

Chad Massoth



Subject Line: Have you seen anything this good in Indiana?

Greetings Ted,

On your interview over your Food Network show, *Chopped*, you said the show overly targeted the ordinariness of the ingredients. However, Amazing Joe's is not about being ordinary, they're about being *amazing*.

Amazing Joe's is a recently opened, locally-owned steakhouse near the Clearwater Commons in Indianapolis. We have the same meat supplier as Ruth's Chris, a four-star restaurant, providing the same quality, at a lower price. We challenge you to be the judge.

For more information, contact us at

Thank you for your time,

Chad Massoth

Email Pitch Content

Subject: Giving Ruth's Chris a run for their money

Greetings Liz,

What if I told you that a new steakhouse is coming to Clearwater Commons that serves the same steak you can get at Ruth's Chris for nearly half the price?

Amazing Joe's puts a new standard on the ma-and-pop atmosphere. They up their quality by purchasing their steaks from high-end suppliers and selling them at family style prices.

We encourage you to test this theory and come out and try one of our steaks – after all they are *amazing*- and oh, don't forget the pickle chips.

Thanks,

Chad Massoth

Subject Line: Have you seen anything this good in Indiana?

Greetings Ted,

On your interview over your Food Network show, Chopped, you said the show overly targeted the ordinariness of the ingredients. However, Amazing Joe's is not about being ordinary, they're about being *amazing*.

Amazing Joe's is a recently opened, locally-owned steakhouse near the Clearwater Commons in Indianapolis. We have the same meat supplier as Ruth's Chris, a four-star restaurant, providing the same quality, at a lower price. We challenge you to be the judge.

For more information, contact us at

Thank you for your time,

Chad Massoth

PAPER GOODS

Front

ARE YOU AMAZING?



JOIN THE CLUB.

Back

HOW TO JOIN

1. GO TO WWW.AMAZINGJOES.COM.
2. SELECT "JOIN OUR CLUB."
3. TELL US ABOUT YOU.
4. KEEP BEING AMAZING.

VIP Club Cards

These cards will be standard business card size. They will be an available takeaway for those who want to join the VIP club, but are afraid of forgetting.

Cards will be available at the hostess podium, or guests can ask any Amazing Joe's employee for one.

SCHOOL'S NIGHT OUT

with

Amazing Joe's

Dine out with your family on **August 30** and **Amazing Joe's** will donate **15%** of your food and beverage purchase to **North Central High School**. Receive an extra **5%** back by showing your school spirit when dining! Let's help make our community **amazing together**.



Amazing Joe's
3716 E. 82nd St.
Indianapolis, IN 46240

317-436-7367

Valid during dinner hours only.
Valid for dine-in and carry-out.



School's Night Out Fliers

To the left is an example of a flier that could be distributed schools to promote the benefit nights. Fliers would be customized for each school and event, and the logo for the school or district adds a personal touch.

Coupons

Coupons would be distributed for various reasons, including local partnerships, VIP rewards, or the process of business-to-business marketing.

Front

EXPERIENCE AMAZING!

We invite you to enjoy
20% off your entire food and
beverage purchase.

Excludes purchase of alcohol. Cannot be combined with any other offer. Limit one coupon per table per visit. Valid at 82nd Street location only. Expires Dec. 31, 2018.

EXPERIENCE AMAZING!

We invite you to enjoy a
complimentary appetizer with the
purchase of any entrée.

Cannot be combined with any other offer. Limit one coupon per table per visit. Valid at 82nd Street location only. Expires Dec. 31, 2018.

EXPERIENCE AMAZING!

We invite you to enjoy a
complimentary dessert with the
purchase of any entrée.

Cannot be combined with any other offer. Limit one coupon per table per visit. Valid at 82nd Street location only. Expires Dec. 31, 2018.

Back



SEE AMAZING!

3716 E. 82nd St.
Indianapolis, IN 46240

317-436-7367



SEE AMAZING!

3716 E. 82nd St.
Indianapolis, IN 46240

317-436-7367



SEE AMAZING!

3716 E. 82nd St.
Indianapolis, IN 46240

317-436-7367

Brochures

Brochures are essential to helping establish connections within the Indianapolis area. Brochures include information about Amazing Joe's, the location, and, most importantly, details about the exclusive package deals available.

Trifolds

With a revamped VIP program and a new Becoming Amazing Together campaign, there is a lot to tell guests! These trifolds will be placed on tables so every guests who walks in the door has access to the information they need to know.

CONTACT INFORMATION

Account Executive - Primary Contact

Chrissy Swintz

- chrissyswintz@forwardcommunications.com
- 317.555.5555 ext. 123

Account Executive

Emily Maag

- emilymaag@forwardcommunications.com
- 317.555.5555 ext. 234

Account Executive

Stephenie McCurdy

- stepheniemccurdy@forwardcommunications.com
- 317.555.5555 ext. 345

Account Director

Christa Burkholder

- christaburkholder@forwardcommunications.com
- 317.555.5555 ext. 456

