ALL YOU CAN EAT WINDS ON GAME DAYS



All You Can Eat Wings + \$3.99 Pints
Case Study

THE BRIEF

Build The Belief That We Are The Premiere Watch Destination.

- We believe that this promotion is a huge opportunity to build a stronger Watch business and build the belief that we are the premiere destination for crews to gather to watch sports.
- We have the massive 40ft TVs, immersive audio, and the great food and drinks, but are *lacking the overall recognition* as a sport watching destination.
- One specific area of focus within growing the Watch pillar of the business is the *upside that can come from off-peak days*.
- In addition to our \$5 bites fall campaign, we would also like to specifically own Monday and Thursday night football by bringing back All You Can Eat Wings to drive conversion, frequency, and further Watch relevance on off-peak days.

I worked alongside:

- Internal copywriting Team
- National Brand Manager
- Creative Services Manager
- Loyalty & CRM Team
- Digital Team

Deliverables:

- Lockups
- In-Store Print
- Web Assets
- Emails
- In-Store Motion Graphics

TASK

Some of The Key Challenges I Solved For Included:

- Redesign previous pre-COVID creative to leverage our unique Watch Experience.
- Develop channel strategy and creative assets to promote updated All You Can Eat Wings & \$3.99 Pints.
- In addition to our \$5 bites fall campaign, we would also like to specifically own Monday and Thursday night football by bringing back All You Can Eat Wings to drive conversion, frequency, and further Watch relevance on off-peak days.
- Differentiate from existing promotional in-store & 00H creative.

PREVIOUS CREATIVE





CREATIVE IDEATION

I did competitive research and created mood boards* to present to marketing to align with final direction.



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*Currently With Marketing Team

DELIVERABLES: LOCKUPS

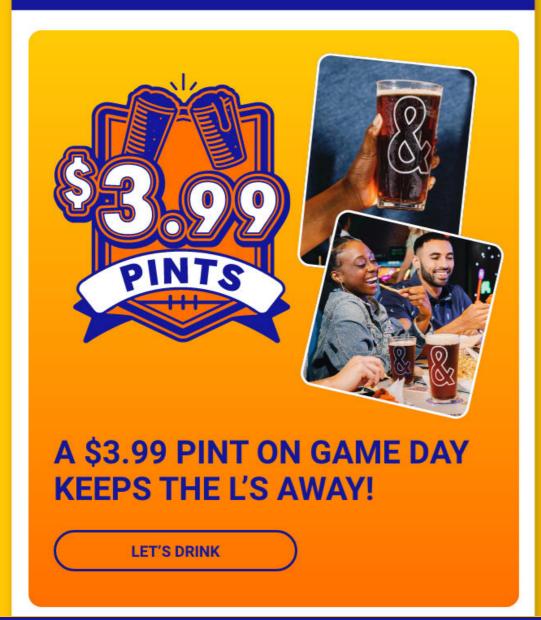
ALL YOU CAN EAT WINDLESS ON GAME DAYS



DELIVERABLES: AWARENESS EMAILS

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BEER TODAY, GONE TOMORROW

ICYMI, September 28 is National Drink Beer Day. Celebrate this hoppy holiday the proper way – with \$3.99 pints, all day long!

Grab a table and we'll grab you a cold one.

SAVE YOUR SEAT

KEEP 'EM COMING

ALL YOU CAN EAT WINGS ON GAME DAYS

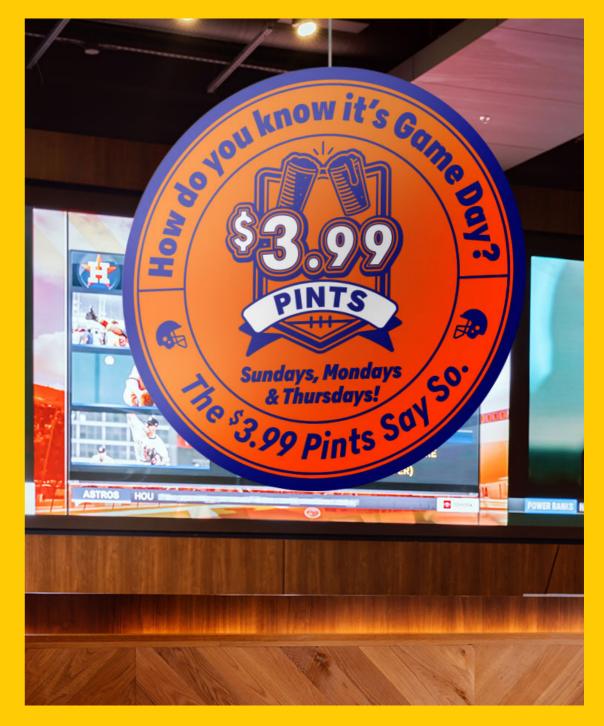
Can't make it until after 4 pm? No worries. That's when you can score the best wingman for your beer: all-you-can-eat-wings for \$22.99.

CLUCK IT UP

DELIVERABLES: IN-STORE PRINT







DELIVERABLES: IN-STORE MOTION GRAPHICS

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RESULTS & LEARNINGS

Higher performing Mondays & Wednesdays

- AYCE Wings made up 12.4% of all Monday/Thursday Food sales during the promotion, increasing 4.4 pts from 9.4% to 13.8%.
- Mondays and Thursdays were two of the best performing days.
- While Wednesdays were down prior to promotion launch, Wednesdays were impacted long term as they were the second-best performing day of the week year over year from Weeks 38-46.
- Total orders, including the initial order, averaged 2.6 during the promotion, in line with the forecasted reorder quantity, keeping the promotion in a profitable range.
- \$3.99 Bites Promotion additionally *drove traffic and momentum* in the business.