

ALL YOU CAN EAT
WINGS
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 & OOH creative.

PREVIOUS CREATIVE



FOOTBALL HQ **GAME DAY SPECIAL.**

UNLIMITED WINGS
+ \$20 POWER CARD
FOR **\$27.99***

OR
+ \$10 POWER CARD
FOR **\$19.99***

GAME DAYS EVERY SUNDAY, MONDAY & THURSDAY

*See Card for restrictions. In and around the area. Not valid on other days. Offer ends 12/31/2014. © 2014 Miller Brewing Company. All rights reserved. Miller Brewing Company. Card not for sale.

CREATIVE IDEATION

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

• ALL YOU CAN EAT •

WINGS

ALL YOU CAN EAT

WINGS



ALL YOU
CAN EAT

WINGS



\$3.99
PINTS



**Currently With Marketing Team*

DELIVERABLES: LOCKUPS

ALL YOU CAN EAT
WINGS
ON GAME DAYS



DELIVERABLES: AWARENESS EMAILS

Click Here For Animation & Full Project



DAVE & BUSTER'S

BUY A POWER CARD NEW GAMES NEW MENU ITEMS

DAVE BUSTER | TIER: ICON | LEVEL: 8

Dallas | [View in app](#)



**ALL YOU CAN EAT
WINGS**
ON GAME DAYS

**GAME DAY MEANS
ALL-YOU-CAN-EAT-WINGS!**

Yes, you read that right! Grab **All-You-Can-Eat Wings** starting at \$22.99* a person at D&B **EVERY Monday & Thursday after 4PM!** Whether you're rooting for your team in primetime or just craving wings for dinnertime – choose from a lineup of awesome flavors and dig in!

[BOOK A TABLE](#)



**\$3.99
PINTS**

**A \$3.99 PINT ON GAME DAY
KEEPS THE L'S AWAY!**

[LET'S DRINK](#)



DAVE & BUSTER'S

BUY A POWER CARD NEW GAMES NEW MENU ITEMS

[NAME] | TIER: [TIER NAME] | LEVEL: [NUMBER]

[Store Location] | [View in app](#)



**\$3.99
Pints**
*All Day
Long.*

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

ALL YOU CAN EAT WINGS ON GAME DAYS

\$22.99 PER PERSON



Mondays & Thursdays ONLY after 4pm.

Choose from Bone-In or Boneless Wings. Buffalo, Honey BBQ, or No Sauce.

Promotional. All You Can Eat Wings. Offer valid only from 9/7/23-12/28/23. Promotion valid one per person, per seating, on premise. Offer includes refills on buffalo, honey BBQ, or dry bone-in and boneless wings. Offer valid only on Mondays and Thursdays beginning at 4:00 p.m. through close local time. Hours may change by location. Promotional price of \$22.99 per person subject to increase at any time. Valid at participating locations only and prices may vary by location. Not valid with any other promotion. Dine-in only. No take home bags. Restrictions apply. See stores for details.

GAME DAY DEALS

\$22.99 PER PERSON

ALL YOU CAN EAT WINGS ON GAME DAYS



Mondays & Thursdays ONLY after 4pm.

Choose from Bone-In or Boneless Wings. Buffalo, Honey BBQ, or No Sauce.

\$3.99 PINTS



Sundays, Mondays & Thursdays ONLY!

Promotional. All You Can Eat Wings and \$3.99 pints. Offers valid only from 9/7/23-12/28/23. All You Can Eat Wings promotion valid one per person, per seating, on premise. Get traditional and boneless wings with Buffalo, Honey BBQ, or No Sauce. First individual order includes 8 traditional or boneless wings and side of ranch. Refills include 6 traditional or boneless wings. Once choice of sauce per order. Cannot mix traditional and boneless in the same order. All You Can Eat Wings offer valid only on Mondays and Thursdays beginning at 4:00 p.m. through close local time. Hours may change by location. Promotional price starts at \$22.99 per person, and may be subject to increase at any time. \$3.99 pints offer valid on Sundays, Mondays, and Thursdays only. Offer applies to Coors Light, Bud Light, Michelob Ultra, and Miller Lite. Offer applies to Medalla only in Puerto Rico. Offer applies to Bud Light and Budweiser only in Canada. Prices may vary by location. Valid at participating locations only. Not valid with any other promotion. Dine-in only. No take home bags. Restrictions apply. See stores for details. Void where prohibited.

GAME DAY DEALS

ALL YOU CAN EAT WINGS ON GAME DAYS

Throw down on All-You-Can-Eat Wings every Monday & Thursday after 4pm!



\$3.99 PINTS



Grab your \$3.99 pints, available every Sunday, Monday & Thursday!

Promotional. All You Can Eat Wings and \$3.99 pints. Offers valid only from 9/7/23-12/28/23. All You Can Eat Wings promotion valid one per person, per seating, on premise. Get traditional and boneless wings with Buffalo, Honey BBQ, or No Sauce. First individual order includes 8 traditional or boneless wings and side of ranch. Refills include 6 traditional or boneless wings. Once choice of sauce per order. Cannot mix traditional and boneless in the same order. All You Can Eat Wings offer valid only on Mondays and Thursdays beginning at 4:00 p.m. through close local time. Hours may change by location. Promotional price starts at \$22.99 per person, and may be subject to increase at any time. \$3.99 pints offer valid on Sundays, Mondays, and Thursdays only. Offer applies to Coors Light, Bud Light, Michelob Ultra, and Miller Lite. Offer applies to Medalla only in Puerto Rico. Offer applies to Bud Light and Budweiser only in Canada. Prices may vary by location. Valid at participating locations only. Not valid with any other promotion. Dine-in only. No take home bags. Restrictions apply. See stores for details. Void where prohibited.

How do you know it's Game Day?

\$3.99 PINTS

Sundays, Mondays & Thursdays!

The \$3.99 Pints Say So.



DELIVERABLES: IN-STORE MOTION GRAPHICS

[Click Here For Animation & Full Project](#)

Restrictions apply. See team member for details.

ALL YOU CAN EAT
WINGS
ON GAME DAYS

\$22.99
PER PERSON

*Score on
Game Day
From Our
Wings Menu*



Boneless Wings

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.