



Duke Marketing Case Study

Grand Traverse Pie Company:



Grand Traverse Pie Company, an 18-unit fast casual restaurant brand based in Michigan, hired Duke Marketing to provide strategic planning, marketing, local store marketing tactics, and public relations.



Duke Marketing developed a chain-wide promotion to boost dinner sales with **“What’s for Supper?”** as the campaign and created new floor stands and signage for in-store. Duke Marketing developed **“Pie Can Do It!”** campaign as an internal customer service focus with staff and guests.



Duke Marketing launched the second annual **Pie for the Cure** event with all locations and the Susan G. Komen Foundation. 50 cents for each whole pie sold from March 10th (the first day of spring) through Mother's Day, May 10th, 2009, was donated to the Komen non profit and over \$20,000 was raised. The promotion garnered state-wide media coverage on every major TV station and local newspaper.

Collateral and PR:

The fundraiser kicked off on Friday, March 20th the first day of spring, with a huge media blitz and reception at each of the sixteen GT Pie locations and continued through Mother's Day on May 10th.

Duke Marketing used an integrated approach to creating and executing this "recipe" for the brand. Some of the tactics include: Public Service Announcements (PSA's) were created and aired on radio stations in each market, outdoor banners and posters were created, in store signage and merchandising, e-blasts, e-vites, pink press kits hand delivered along with pie and employee training and incentives.

Duke Marketing partnered with the Michigan Apple Council (who matched 50 cents for every Apple Pie sold on Fridays throughout the fundraiser) and provided a donation for printing signage in stores.

Duke worked with the brand's coffee vendor to create a signature Pie for the Cure coffee blend.





Graphic Design:



BREAKFAST • LUNCH • SUPPER

Duke Marketing developed a new logo to incorporate the “old look and feel” of the brand along with adding the breakfast, lunch and supper message. The franchisees are all using this now and it has helped with generating more awareness to the brand’s offerings.

Franchisee Communications:

Duke Marketing created, wrote and distributed a weekly e-newsletter to communicate with franchisees. The news each week contained operations memo, sales and transactions as well as marketing recommendations, upcoming promotions and franchisee feedback.

NEWS YOU CAN USE!

Welcome to news you can use! Be sure to read ALL THE PAGES!

Page 2: Operations Memo
Page 3 & 4: Sales & Transactions and Sales Performance

\$10,000 raised so far!



Pie for the Cure will be coming to a close in just a few weeks. Be sure to have each guest service person and cashier ask EVERY customer if they would like a slice or donate to Pie for the Cure with a whole pie purchase. Let's keep the momentum going!

Cash in on Mother's Day!

Mother's Day is less than only 10 days away. That means a Free Slice of Pie for every mom that comes in beginning May 1st-10th is a great way to celebrate and REMIND each Mom who receives a free slice that we are still donating 50 cents for each WHOLE pie up until Mother's Day on May 10th. Up sell these Moms at Alto. It is a great time to remind guests to purchase gift cards for their mom.

Register signs and bag stuffers will be sent to your shop soon.



We'll give Mom a slice of her own. Now through Mother's Day. Buy one whole pie or 2 slices and we'll donate 50 cents to the cure for every pie.

Secret Shopper Program

After receiving feedback from franchisees during our April 15th meeting, we have decided we will continue with the Secret Shopper program once a month and this Support Team will incur the cost. If you would like additional Secret Shopper visits, you may contact J.C. and Associates direct to make these arrangements. You may reach J.C. and Associates at phone # 719-264-2402, email: anonymous@jclawson.com. If you have any further questions, contact Jim Staron, phone # 248-508-8444



Don't forget about HERO'S, DADS & GRADS!

Memorial Day, Father's Day and Graduation are all coming up. Now is a good time to reach out to area police, fire and military in your community to host a fundraiser—Community Partner's program for that group in honor of Memorial Day. It's also a great time to promote your catering abilities for graduation parties and perhaps host a Community partner's fundraiser for a local senior center for their graduation party. Be sure to contact these groups soon and book their fundraisers!




NEWS YOU CAN USE!

Welcome to news you can use! Be sure to read ALL THE PAGES!

Page 2: Sales & Transactions for 3Q3 and Sales Performance from 3Q2
Page 3: Operations Memo
Page 4-8: Photos from Pie for the Cure Kick-off
CHECK OUT ALL THE PHOTOS ON PAGES 4-8

SECRET SHOPPER UNCOVERS PROFITABLE OPPORTUNITY



After reviewing all the Secret Shopper reports over the past two months, one major opportunity was uncovered that was consistent in EVERY STORE shop—just every cashier IS ASKING GUESTS IF THEY WOULD LIKE A SLICE OF PIE WITH THEIR ORDER. "It was amazing to see that even in our busiest and most profitable locations the secret shopper indicated that no one had asked him or her if they wanted a slice of pie with their order," said Mike Dusley. "This is a huge opportunity for us that wouldn't have been uncovered unless we read the secret shopper comments. It is so sad that we aren't doing this consistently across all locations, and this presents a great opportunity to reintroduce this to our guest service staff at the registers to help us drive sales."

TIP: Beginning today—April 16—include a new policy to ask EVERY guest prior to ringing up their order if they would like a slice of pie. 100%-off a control with your staff to see who sells them most slices and offer a prize/incentive. Have asking part of the job and we'll see sales increase!

Need some Free Slice Cards?

Please let Debbie Steen know if you would like some Free Slice Cards—no charge! These cards (see front and back of card below) are great for attaching to catering orders, passing out at events, using for promotions or inviting guests into your shop. Order now!

Love a piece of pie on us!
FREE Slice of Pie
Front—up, Back—down

Breakfast Lunch Dinner We Cater!
www.gtpie.com

By now you should have received your Community Partners Program brochures and instructions. This is the GT Pie fundraiser program and a great way to invite groups into GT Pie shop to enjoy a meal while donating a percentage back to their organization!

GT Pie in Troy has already booked their community church and will be donating 10% of sales on each Sunday in April when guests bring in their bags.

Start calling non profits and groups NOW by using your DAILY of local contacts and book them for April.



We are sending out a Counter Card Display Sign for your Pie for the Cure Recyclable Shopping Bags this week. The suggested retail price for each bag is \$7.59 and you can write your price on the sign when you receive. These bags are perfect to appear with two prizes—a two pie and a bag for a special price and sell more!



Fundraiser Program: Duke Marketing created the chains first fundraiser program "Community Partners" and provided training, instructions and collateral.

Help Us Raise Money for Camp Central

Thursday May 14th, 21st & 28th, 2009
4:00 pm — 7:00 pm



Thank you for helping us in our fundraising effort. Please join us at Grand Traverse Pie Company at 525 West Front St., Traverse City, MI 49684 May 14th, 21st & 28th and enjoy an evening of fun, food and friends.

Please bring this flyer in and present to the cashier when you place your order. 20% of the sale will be donated to the organization.

Be sure to tell your friends about this event as well! Extra flyers are available. Remember to buy your pie present this flyer with your order to qualify for the fundraising program.

231-922-7437
CARING FOR OUR COMMUNITY

Good Food. Good Cause. Good Will.

Community Partners



YOU'RE INVITED:

Honoree: **First United Methodist Church of Troy**

Please join us 3 pm - 7 pm EVERY Sunday in April (excluding the ones they will be closed)

GRAND TRAVERSE PIE COMPANY
1416 Maple Rd., Troy, MI 48064
248-491-0122

Please present this invitation when you order and Grand Traverse Pie Company will contribute 10% of the sale to First United Methodist Church of Troy

GRAND TRAVERSE PIE COMPANY COMMUNITY FUNDRAISER PROGRAM

WHAT IS GRAND TRAVERSE PIE COMPANY PARTNERS?

This Community Fundraising Program is a way for organizations to raise funds while enjoying a meal at Grand Traverse Pie Company.

Throughout the fundraiser program, we hope to raise thousands of dollars for organizations like yours.

HOW DOES THE PROGRAM WORK?

Raising funds with Grand Traverse Pie Company is simple. All you do is choose a date and time that you would like to have your event and then distribute announcement fliers, that's it!

As the member of your organization dine during your specified date, Grand Traverse Pie Company will give back a percentage of every meal ordered. In addition to raising funds, the Community Fundraiser Program also helps to strengthen the bonds of people within your organization. This is because your fundraiser at Grand Traverse Pie Company is a social event as well as a fundraising event, bringing your members together to have a delicious Grand Traverse Pie Company sandwich, pizza or slice of pie, and a little bit of each other's time.



WHAT DOES IT COST?

The Grand Traverse Pie Company Partners Program doesn't cost anything. There are no start-up costs that you find with some fundraising drives. You also have complete control over the date of your event and how many items you give out, giving you total control over the amount of funds you would like to raise.

WHAT DO WE NEED TO GET STARTED?

You will be supplied with a Partners participation flier, designed to raise awareness for your event to make copies and give out to the members of your organization. Your members will bring the flier into the restaurant when they dine. Your GT Pie team will work out all the details and ensure a successful event.

CALL GRAND TRAVERSE PIE COMPANY TODAY!





Product Launch and New Menu Item:



Duke Marketing created a focus on **Fresh Flavors** for spring to promote the line of new culinary creation sandwiches and introduce a new **Strawberry Cream Pie**. In store signage and press releases were developed.

Duke Marketing developed in-store signage to draw more attention to the local coffee used to provide a Quality Message: “**Got Michigan**” and make it easy for guests to find the coffee kiosk in stores. Duke Marketing created several “Got Michigan” promotional materials for the brand.

The image shows a vertical in-store sign for Grand Traverse Pie Company. At the top is the company logo, which includes a circular emblem with a pie and the text "GRAND TRAVERSE" and "PIE COMPANY". Below the logo, the text "BREAKFAST • LUNCH • DINNER" is visible. The main body of the sign features a close-up photograph of coffee beans being poured from a metal scoop. Overlaid on the bottom half of the photo is the text "When You Buy From Us, You Buy From Michigan." in a white, serif font. Below the photo, the text "Our quality fresh roasted coffee from Michigan." is written in a smaller, black serif font. Underneath that, it says "We are proud to feature Ferris Coffee." followed by "A Michigan-based company since 1924". To the right of this text is the Ferris Coffee & Bar logo, which consists of a circular emblem with a sun and the text "Ferris Coffee & Bar". At the bottom of the sign is a red rectangular box with the text "gotMichigan!" in white, lowercase letters.

GRAND TRAVERSE
PIE COMPANY
BREAKFAST • LUNCH • DINNER

**When You Buy From Us,
You Buy From Michigan.**

Our quality fresh roasted coffee from Michigan.
We are proud to feature Ferris Coffee.
A Michigan-based company since 1924

Ferris
Coffee & Bar

gotMichigan!



Grand Traverse Pie Company had never promoted breakfast and needed a signature menu item as well. Duke Marketing created a very profitable and easy to execute menu item—**Pie Twirls**—using an existing menu item (left over crusts of the pie tops) and turned them into an easy to grab and go menu item. Breakfast print advertisements and direct mailers were created as well.

