



Case Study

Rubio's to Give Free Fish Tacos for San Diego's Victory!

January 4, 2009

Bet on it:

San Diego Mayor Jerry Sanders and Indianapolis Mayor Greg Ballard made a friendly wager on the NFL playoff game between the Chargers & Colts in January.

Sanders: Betting a Rubio's Pesky combo, \$5.49, and a six-pack of Karl Strauss Amber Lager, which retails at \$7.99 to \$9.30

Ballard: Betting a shrimp cocktail at St. Elmo Steakhouse, \$14.95

Campaign Objectives

- Create reason for consumers to visit Rubio's
- Leverage Mayoral bet and home-team excitement
- Build Beach Club member database (eclub)
- Generate market awareness and publicity
- Generate online word-of-mouth

What we did

- Sent out a press release and pitched San Diego media that ALL home team fans would be winners if the San Diego Chargers won the play off game.
- Any San Diego fan could visit Rubio's website to print out a Free Fish Taco coupon good on a particular day and time period, and each had to join the Beach Club first, Rubio's e-club database.
- We posted a link on Rubio's homepage and created the coupon for easy download.
- We sent a email message out to existing Beach Club members and posted the news on various blogs, facebook and social media sites.



What Happened?

- Numerous news crews from TV, newspaper and radio covered the timely story and Ralph Rubio made appearances on TV news programs.
- Social Media tapped into thousands of consumers
 - Blogs
 - Facebook
 - Twitter
 - e-blast

Monday, January 5, 2009

Free Rubio's Charger Tacos

Posted: Jan 5, 2009 01:14 PM PST

Updated: Jan 13, 2009 12:07 AM PST



Celebrate the Chargers victory with a free fish taco! All Rubio's restaurants will offer free fish tacos to guests this Wednesday from 2:30pm until closing. To get your free taco, click on the link and print the coupon. Go Chargers!

Awareness and Traffic Soared, Creating Market-wide Frenzy

- Web visits up 50%
- Continuous TV & radio news segments.
- Added thousands of Beach Club members.
- Viral marketing took hold and generated thousands of coupon downloads.
- 25,000 free fish tacos were given away.
- Transactions +100%
- Sales +40%

Free Fish Taco Promotion Fueled Priceless Publicity



Arizona Play Off Game

- The opportunity to promote a similar event came only weeks later in another Rubio's top tier market with over 30 locations.
- Arizona squared off against Philadelphia in the playoff round on Sunday, January 18th and if they won their game would go to the Super Bowl.
- We decided to pitch the story that if the Cardinals made it to the Super Bowl, Arizona fans would receive a free fish taco.
- We created an Arizona free fish taco link on the Rubio's webpage, invited fans to become Beach Club members and get a free fish tacos if the Cardinals won the game.



The image is a screenshot of a news article from ABC 15.com. The page header includes the ABC 15.com logo with the text 'abc 15.com', 'KNXV-TV, Phoenix', and 'Always On'. Below the logo is a 'SPORTS' banner with links for 'Archives' and 'Sports News'. The article title is 'Free fish tacos if Cardinals win Sunday!'. The byline reads 'Reported by: Gary Sarnoff', 'Email: gsarnoff@abc15.com', and 'Last Update: 3:24 pm'. There are buttons for 'Email Story' and 'Print Story'. The article features a photo of three Arizona Cardinals players in their red and white uniforms. The text of the article states: 'Cardinals fans will get a free fish taco at Rubio's restaurants in Arizona if the home team wins Sunday. A press release from Rubio's, Friday, said if the Cardinals lose, fans will get a free regular soft drink. The offer will be valid on Wednesday, January 21st, from 2:30 p.m. to closing time. Fans must visit Rubio's website and print the free fish taco or soft drink coupon, provide a valid e-mail address, and present it at the restaurant.'

What Happened?

- Numerous TV crews covered the line of guests outside the restaurants wearing their home team jerseys and waiting for a free fish taco.
- All the local newspapers and sports radio stations covered the timely story and Radio DJ's had fish tacos delivered on-air to make a big deal out of the event.
- Social Media tapped into thousands of consumers on numerous blog pages.



Results in Arizona

Sales increased 19.7 % & Major Media Coverage
for the week of the give-away (comp store sales week over week of 2008).

