



Duke Marketing Case Study



Togo's Sandwiches, a California born and based franchised restaurant chain with 240+ locations has been a West coast original since 1971, serving great sandwiches handcrafted and stuffed with fresh ingredients.

Duke Marketing began working with the popular sandwich brand in June of 2009 and managed the brand's break-through publicity campaign the "Pastrami Guarantee". Duke Marketing served as the brand's local agency of record and developed custom press kits for Togo's Pastrami Guarantee, then managed the launch of Togo's new Mini Classic sandwiches in November, and created National Pastrami Day on January 24th. News about the new products, promotions and events garnered New York Times Square Reuters Sign news and PR News Wire Fashion Center Sign Las Vegas along with thousands of dollars of free publicity.

Duke Marketing also handled local store marketing and graphic design for in-store signage, fliers, bag stuffers, banners and more. For Halloween, Duke created a local store marketing program, and coordinated the first ever statewide fundraiser program for the brand. Duke Marketing develops custom local store marketing tactics, provides design, copy and program instructions for each of the marketing programs.

Duke Marketing was responsible for grand openings, and worked with Togo's franchise operators to develop local store marketing plans in conjunction with the field managers.



Duke Marketing provides custom local store marketing tactics and designs materials for franchisees with instructions and a public relations campaign to launch.



Duke Marketing assisted Togo's with Grand Opening promotions. Activities for a recent opening included an eating contest between the police vs. firefighters eating an 8 foot long Togo's sandwich. Guests were also treated to a bread toss and the first 50 customers won Togo's sandwiches for a year. The event garnered media attention and increased sales by 200%.



Duke Marketing handled public relations for the brand and landed numerous stories in consumer and trade media, and generated over 15 million impressions (viewers, readers and listeners) from public relations efforts in the first 6 months working with Togo's. Duke created custom press kits including the Pastrami Guarantee with mini cutting boards and the sandwich guru on a stick!



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