

## Local Store 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.

Pink recyclable shopping bags (with \$1 for each sold donated) were sold and can hold two whole pies—helped to generate more funds for the Komen group.

Duke Marketing landed major media for Grand Traverse Pie Company's Pie for the Cure event. To see the stories please visit the links below:

Grand Traverse Pie Company helps raise money for Susan G. Komen; get free slices Friday' [blog.mlive.com](http://blog.mlive.com)

'Pie for the Cure' kicks off Friday' [www.tribstar.com](http://www.tribstar.com)

'New stuff for chocolate, pie lovers' [www.freep.com](http://www.freep.com)

'Pie for Cure' - WXYZ TV Detroit [www.wxyz.com](http://www.wxyz.com)



# 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!**

The for the Cure will be coming to a close in just a few weeks. Be sure to have each guest service person and customer say EVERY customer if they would like a slice or donate to Pie for the Cure with a 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 a full serving 50 cents for each VEHICLE give up and Mother's Day on May 10th. Up sell those Mom's! Also, it is a great time to remind guests to purchase gift cards for their moms.

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

**Secret Shopper Program**

After receiving feedback from franchisees during our April 10<sup>th</sup> meeting, we have decided we will continue with the Secret Shopper program once a month and the Support Team will incur the cost. If you would like additional Secret Shopper visits, you may contact J.C. and Associates direct to make those arrangements. You may reach J.C. and Associates at phone # 719-264-4402, email: [jc@jcasoci.com](mailto:jc@jcasoci.com). If you have any further questions, contact Jim Strain, phone # 248-506-6444

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

Memorial Day, Father's Day and Graduation are all coming up. Now is a great time to reach out to these people. We and military in your community to host a fundraiser—Community Partners 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 service 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 350 and Sales Performance from 322  
Page 3: Operations Memo  
Page 4-6: Photos from Pie for the Cure kick-off  
CHECK OUT ALL THE PHOTOS ON PAGES 4-6

**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 GETS STOPPED every customer is ASKING GUESTS IF THEY WOULD LIKE A SLICE OF PIE WITH THEIR ORDER. It was amazing to see that more in our baker and most professional customer service secret shopper indicated that no one had asked him or her if they wanted a slice of pie with their order, and it was amazing. This is a huge opportunity for us that wouldn't have been uncovered unless we read the secret shopper comments. It is not of our doing that we aren't asking this consistently across all locations, and this presents a great opportunity to introduce this to our guests across all the registers to help us drive sales.

TIP: Beginning today—April 1st—initiate a new policy to ask EVERY guest prior to trying us that if they would like a slice of pie. Take a moment with your staff to see who will be most sales and offer a polite response. Make asking part of the job and we'll see sales increase!

**Need some Free Slice Cards?**

Please let Debbie know if you would like some Free Slice Cards—no charge! These cards are great for advertising to existing orders, passing out at events, using for promotions or making guests into your shop. Order now!

Do now you should have received your Community Partners Program brochures and instructions. This is the GET Pie marketing program and a great way to build guests into GET Pie when a guest needs something a percent right back to their organization!

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

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

**First United Methodist Church of Troy**

We are sending out a Customized Grand Traverse Pie for your Pie for the Cure fundraiser this week. The suggested retail price for this pie is \$7.99 and you can write your check on the day when you receive. These bags will be perfect to spend with two people a couple and a bag for a special price and eat twice!

**Leave a piece of pie on last!**

Front-to-back-bottom

Breakfast  
Lunch  
No Call!

**FREE Slice of Pie**

Grand Traverse Pie Company  
1466 Maple Rd., Troy, MI 48064  
248-694-0122

## 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

**GRAND TRAVERSE PIE COMPANY**  
BAKERY CAFÉ

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 49664 May 14th, 21st & 28th and enjoy an evening of fun, food and friends.

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

Be sure to tell your friends about this event as well! This flyer is available. Remember they cannot 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**

**GRAND TRAVERSE PIE COMPANY**  
BAKERY CAFÉ

**YOU'RE INVITED:**  
Honor First United Methodist Church of Troy

Please phone 3 pm - 7 pm  
EVERY Sunday in April (including Easter) will be closed!

**GRAND TRAVERSE PIE COMPANY**  
1466 Maple Rd., Troy, MI 48064  
248-694-0122

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

**GRAND TRAVERSE PIE COMPANY**  
**COMMUNITY FUNDRAISER PROGRAM**

**WHAT IS GRAND TRAVERSE PIE COMPANY PARTNER'S?**

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

Through our Partners 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 during your specified date, Grand Traverse Pie Company will give back a percentage of every meal ordered. In addition to raising funds, the Community Fundraising 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 devices. We also have complete control over the date of your event and have 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 to the restaurant when they dine. Your GET Pie team will work out all the details and will ensure a successful event.

**CALL GRAND TRAVERSE PIE COMPANY TODAY!**

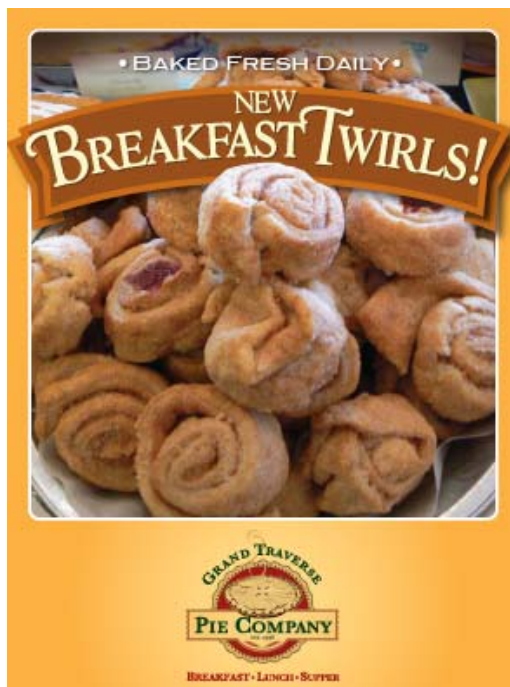
**GRAND TRAVERSE PIE COMPANY**  
BAKERY CAFÉ

**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.



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.