



SPECIAL EVENT DAY

LOCAL STORE MARKETING RESOURCE GUIDE

The following ideas are geared toward boosting your sales on Special Event Days throughout the year. We have polled operators and gathered the best tactics to make every Special Event Day (SED) a success for your Drive-In.



THEME DAYS

As you plan for your SED, consider giving it a theme and taking steps to display that theme at your Drive-In. Having a theme with costumes and decorations really boosts morale and makes the SED fun for your crew and customers.

For example, if it's a summertime SED, have your Carhops dress in beachwear or Hawaiian shirts. If it's on Halloween, turn it into Carhop costume day. The more fun your Carhops are having, the more attention they attract.

Don't stop at dressing up your crew. Go above and beyond with decorations for the day's theme. Making your lot look more exciting to passersby will drive traffic and increase sales on the day of the event.

Here are some suggestions for making your lot more exciting:

- Hot Dog or Cherry Limeade mascot on-lot
- Balloons and decorations according to theme
- Music or entertainers that fit the theme



INCENTIVE CONTESTS



Another great way to plus-up your SED is by getting your staff involved. Here are some examples of crew incentive contests that have been successful.

- Put together an incentive contest where crew members compete to sell the most of the specific SED product.
- Hold a contest where crew members guess how many of the SED product your Drive-In will sell that day.
- Encourage crew members to invite their friends and family. Whoever brings the most people wins a prize.

Prizes for the winners of any contest could be a \$25 gift card or some SONIC® gear from Heritage.

Please contact your RMD to help facilitate a crew incentive.



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UPSELLING



Upselling is the most direct way to increase sales on your SED.

Are customers ordering only a few of the day's item?

Encourage them to order more to earn a free drink or another item. For example, if they order 15 Corn Dogs, let them know they can make it 20 and get a free medium drink.

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BAG STUFFER DISTRIBUTION

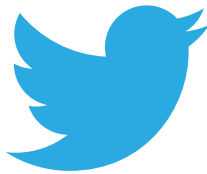
Get the word out about your upcoming Special Event Day in the days leading up to it. Pass out the Bag Stuffers you received in the kit at these locations:

- Local schools, especially the ones you currently partner with; have some fun with it and hand out the flyers with the Hot Dog mascot
- Radio and TV stations (drop off the SED product with Bag Stuffers)
- Post office (drop off the SED product with Bag Stuffers)
- Community centers

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OPERATIONS

- Mention the SED on switchboard the day before.
- Have Carhops tell customers about it the day before.
- Stick Bag Stuffers to the front of the bags so the customers read them.
- For Happy Hour all day, remind customers the day before that it's an ALL DAY event.
- Really wow customers so that they come back. You have to take care of your guests in order to see a sustained sales bump in the days and weeks following the SED.
- Make sure your staff is aware and involved.
- Aces in their places: Labor shouldn't be a concern on SEDs.
- Be positive and don't dread the event. Motivate your crew and make it something to look forward to.
- Purchase extra needed equipment to make sure the SED is done right. Some Franchisees have an extra hot dog grill, bun toaster, cooker/warmer and extra fryer baskets for the different SEDs.

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SOCIAL



- Make sure to promote your SED on your local store Facebook pages during the week leading up to it.
- Encourage your employees to post about the SED on their Facebook and Twitter.
- Give away My SONIC® cards to followers on Facebook who share information about the SEDs.
- Give away My SONIC® cards to followers on Facebook who guess the number of items sold on SEDs.
- Advertise the SED in surrounding college newspapers.

GENERIC FACEBOOK POST

[DATE] is [NAME OF SED] at your neighborhood SONIC®. Drive in to enjoy [INSERT OFFER INFO] all day long. [END WITH A CALL-TO-ACTION QUESTION- e.g., “How will you celebrate National Ice Cream Day?”]

TEXT REMINDER

If you are locally managed, make sure you don't send out a text the same day that a national SED text is sent out. Check the SMS calendar to monitor SED texts.