

TEXTING PROGRAM

LOCAL STORE MARKETING RESOURCE GUIDE

Since the implementation of the texting (SMS) program, SONIC has seen success in sending offers and awareness texts to customers to drive traffic. Texts have a very high read rate and directly connect you to valuable audiences.

SONIC sends five to six texts per month to the national audience of more than 2 million subscribers. The monthly schedule for national text messages can be found on the Digital Offers Calendar on PartnerNet under the Marketing tab. *Please note: Calendars are often updated throughout the month, so always reference PartnerNet to find the most up-to-date calendar.*

If your market is **nationally managed**, SONIC will send texts for you. It is your responsibility to be aware of the offers on the calendar. It is encouraged to supplement these texts by displaying the LSM Text POP on lot.

- Even if your store is nationally managed, you can request messages to support a special event or promotion at your location. Contact your regional marketing director to take advantage of this service.

If your market is **locally managed**, representatives can send up to three additional messages per month.

- Local messages cannot be sent the same day as a national message. Refer to the monthly digital calendar for planned send times.

With the recent expansion of our Integrated Marketing team, we can now offer expanded support for local SMS programs. This allows franchisees to receive:

- **Digital marketing expertise** – recommendations to optimize messaging and copy to drive maximum traffic and sales and ensure strategic timing of distribution.
- **Regulatory review** – to ensure each message complies with current regulations and does not exceed the monthly 12-message limit per subscriber.
- **Brand alignment** – to incorporate consistent branding and verbiage for a seamless customer experience.

As a reminder, franchisees bear all legal responsibility for local messaging. All local messages should be routed through this review process to minimize risk and maximize effectiveness.

Requests for local text messages should be submitted at least one week before the desired send date to LocalTextRequests@sonicdrivein.com. If you are proposing a unique offer that has never been done at your locations, a new key must be created. Please submit your requests for a new key at least six weeks in advance of the SMS send date. The integrated marketing team will facilitate a full review, working with the requester and/or regional marketing director to finalize the messaging and send time.



Please provide information for your request by filling out the attached Local Text request form. You can find the form on PartnerNet under the marketing tab, along with the monthly texting and digital offers calendars.

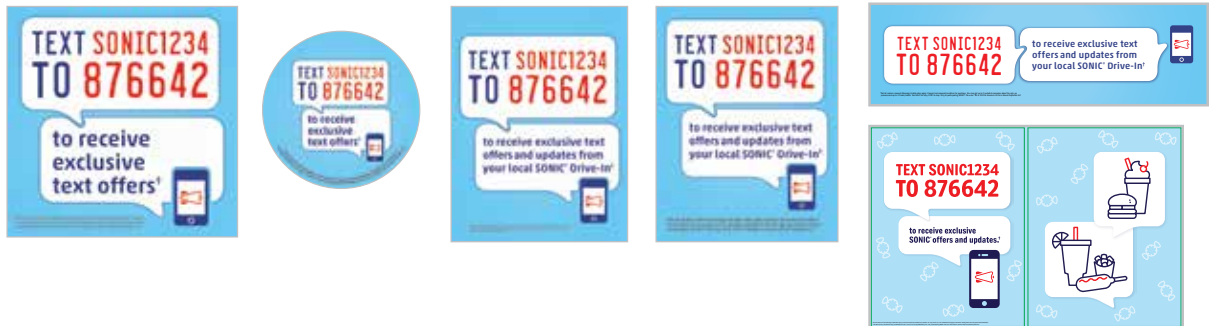
**If you would prefer that the digital marketing team write your message, please include specific details on what you would like to communicate. You are not required to submit proposed copy. After final messaging has been approved and scheduled, you will receive a confirmation email with message copy, send date and time, and a summary of locations receiving the message.*

To align with our sign-up process, our SMS provider has implemented a hard cap to prevent subscribers from receiving more than 12 messages per calendar month. **Up to three local messages per month** can be sent to each subscriber.

We are actively working to expand our subscriber base so this program can reach even more customers. We've seen fantastic results from our SMS program and look forward to working together to make it even better!



KIT ELEMENTS



The Customizable Kit can be tailored to your Drive-In. Elements are available on SOS through Xpress.

Customizable Kit includes:

- Yard signs
- Bag stuffers
- Drive-thru clings
- Bag stickers
- Banners
- Horizontal and vertical wall posters

