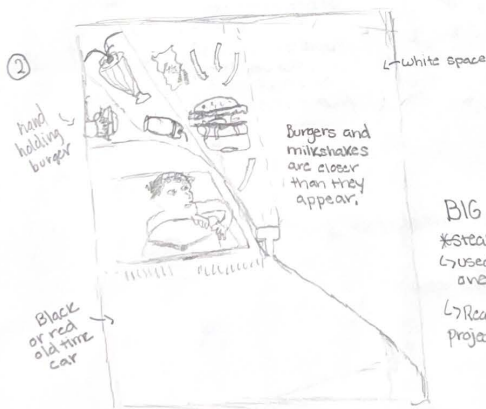


BIG IDEA:
*nostalgic experiences
(i.e. carnival, monkey bars)

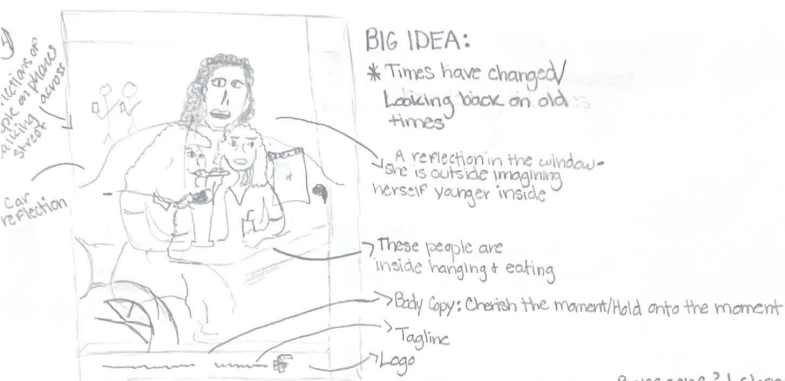
no body copy,
only logo +
imagery

* ③



BIG IDEA:
*steak n shakes all over
used to always be
one nearby

↳ Rear view mirror
projecting food illustration



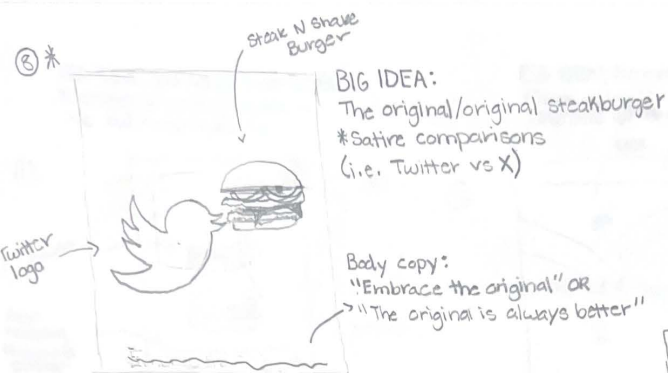
BIG IDEA:

- * Features/Intonations about times of community/feeling most connected to others
- Ex: "Tell me about a time you felt getting together was about community."

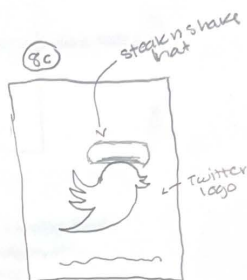
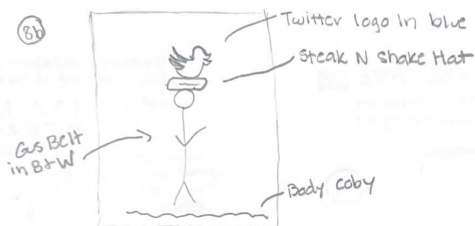


* Bridging generation tensions





Body copy:
"Embrace the original" OR
"The original is always better"



BIG IDEA: Satire
*making fun of all shift
to self service
(i.e. Shake Shack)

4 images of vintage
Steak N Shake
*emphasize community
and gathering

No body copy

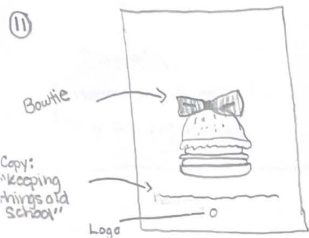


BIG IDEA: Energy of the 60s

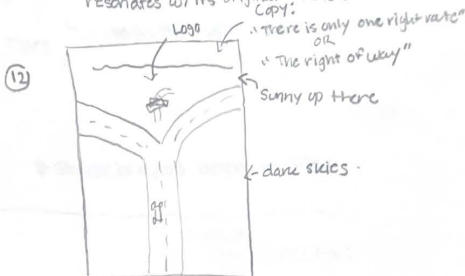
*B+W images based on the
60s to enjoy those little moments
with others

Copy: phrases from the 60s
such as "Having a ball" or
"Cooking with gas"

BIG IDEA: Old school diner uniforms
#Dressing up burgers/shakes in the old timmy uniforms



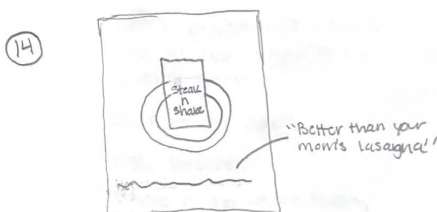
BIG IDEA: The right choice is Steak n Shake
#Roads w/ logo street sign & scenery that resonates w/ its original location



BIG IDEA: Party Invitations (block party)
#Changing what we do for fun



BIG IDEA: Better than family dinner/
#crockpot meals, lasagna, etc.
C typical mom meals



BIG IDEA: What happened to the paper boy?



Orderment of irony/
A ironic news headline