



P-04 A

Street sign will be replaced with one that mimics the newly developed logo for clear recognition.

For this specific guerilla campaign, I will change the old fashioned letter board to read the new headline, "Bonding Over Burgers," as seen on the left.

The goal is for consumers to read the sign and become curious as they drive by, even if they are not regular customers of Steak N Shake. This is also why it is staged as an event (i.e. one day a week). Less frequency leads to higher demand and curiosity.



P-04 B

To the left are three cohesive window ads which will typically be placed in a row of windows.

The goal of these banners are to capture the attention of the consumer as well as inform them further about the event/campaign, "Bonding Over Burgers."





#1



The Original Double
Steakburger

GOOD FOOD

BONDING OVER BURGERS

And Across Generations

In today's day in age, we put so much emphasis on our generational labels.

Boomers look at the way younger generations use technology and shake their heads as they say, "Kids these days."

Kids listen to their grandparents talk about the icebox and think, "OK, Boomer."

But, it's time we ditch the labels. Sure, our ways of life may differ from one generation to the next, but one thing remains the same: people are people.

When we look beyond the generalizations and take the time to get to know people as people, we often discover an array of intergenerational similarities. Whether we find it in the career path we pursue or the morals we live by, you'll see that the labels only divide us and conversation unites us.

Enjoy an original steakburger on us, and get to know people across generations.

Steakburgers born in 1934.



Trade a
conversation
for a **FREE**
meal.

JUST TAKE THE SURVEY



BETTER CONVERSATION

BONDING OVER BURGERS



HOW IT WORKS:

1. Choose any booth with a red table cover.
2. At time of order, let your server know your birth year.
3. Your server will provide you with a specific color straw which designates your deemed generation.
4. Use the conversation starters on the back to get to know someone with a DIFFERENT color straw.
5. Scan the QR code below and fill out the short survey.
6. Show your server the confirmation email at the time of payment for a free burger and/or discounted meal.
7. Optional: Stay in touch with your new companion!

Every Saturday 11-4

Trade a conversation for a FREE meal.



*... and
milkshakes*

Straw Key:

**Silent
Generation:**
1928 - 1945

Millennials:
1981 - 1996

Boomers:
1946 - 1964

Gen Z:
1997 - 2012

Gen X:
1965 - 1980

Gen Alpha:
2012 - 2025

CONVERSATION STARTERS

To become a less divided, more united community

Tell me about yourself.

If you could describe your ideal day, what would it be like?

When you were growing up, what was your dream job? Does that/did that remain true?

Tell me about something that makes you smile.

Who is your role model, and why?

How do you spend your free time?

What is something you are especially thankful for?

If you could change one thing in the world, what would it be?

What is the best thing about being ___ years old? The worst?

What makes you worry the most?

What do you think is your greatest talent?

What advice would you give to your child or grandchild?

What invention do you feel changed your life?

Tips for a good conversation: Ask open-ended questions. Be yourself. **Don't be afraid to agree.. or disagree.** Have fun.

