



WINGS DON'T STOP



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LET'S BEGIN,
SHALL WE?

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PROBLEM: CONCEPT CONFUSION

EXECUTIVE SUMMARY

TARGET MARKET

STRATEGY

MEDIA

EXECUTIVE SUMMARY

TO BEGIN

The Wings Don't Stop have set out to eliminate any confusion regarding the overall concept of WingStop restaurants. Specifically, we have found a disconnect between the messages the brand is giving in its current advertising (scenes depicting heavy dine-in business) versus the reality of its business (take-out and convenience-driven business).

TARGET MARKET

Through the use of both primary and secondary research, we were able to narrow down our focus to two segments: "On-the-goers" and "Entertainers". By placing the emphasis of our messages towards these two groups, we feel we have the opportunity to gain trial and build repeat business in the process. There is no set age-range for either of the chosen segments, there are only Both segments share similar demographic characteristics, but have slightly different lifestyles that both demand fresh take-out food.

STRATEGY

Although it may seem that our strategy neglects a percentage of Wingstop's current dine-in clientele, we believe that this aspect of the business will remain loyal regardless of the messages in our marketing. Additionally, we think it is much easier to consistently represent the brand under the guise of take-out dining, as it is difficult to ensure an identical dine-in experience with each location being owned and operated by a different brand partners.

MEDIA

The media used in our advertising will primarily be those that are found "on-the-go." As the majority of our segments will be deciding to dine at Wingstop on impulse; outdoor, non-traditional, and radio advertising will be most likely to effectively reach these consumers. Our goals will be set within the Dallas/Fort Worth region, and depending on the success of our initial campaign, the potential to move into a national space exists. We plan to track our progress by creating a database of customer information, and comparing statistics over time.



CONVENIENCE AND
QUALITY

The slide features several decorative dotted lines. A horizontal line of orange dots starts from the left edge and extends to the right. At its end, a vertical line of orange dots descends downwards. From the bottom of this vertical line, a horizontal line of orange dots extends to the right. Another vertical line of orange dots descends from the end of this horizontal line. A horizontal line of teal dots starts from the right edge and extends to the left, ending at the teal box. The teal box has a white border and contains the text 'NOW LET'S GET TO THE MEAT OF IT ALL' in white, uppercase letters.

NOW LET'S GET TO THE
MEAT OF IT ALL

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graph LR; A[RESEARCH] --- B[OBJECTIVES]; B --- C[PRIMARY RESEARCH]; C --- D[SECONDARY RESEARCH]; E[ ] --- A; style E fill:none,stroke:none; style D fill:none,stroke:none;
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RESEARCH

OBJECTIVES

PRIMARY RESEARCH

SECONDARY RESEARCH

RESEARCH OBJECTIVES

- Discover the motivating factors behind consumers' decisions about where they eat.
- Collect data on the overall consumer awareness of Wingstop in the Dallas area.
- Gather information relevant to help specify the target markets and their attributes.
- Discover the dining habits of consumers in our target market.

PRIMARY RESEARCH

Primary research was obtained through one on one interviews and an anonymous survey. We conducted 20 personal interviews and surveyed 50 participants.

In terms of the fast casual category, people prefer to take-out rather than to dine-in.

Many people are talking about pizza, Asian food, and other chicken restaurants as competition.

The reason most people choose

these restaurants is because they are craving the food.

The vast majority of people made the decision to go to Wingstop less than an hour before getting the food.

The customers that are loyal crave it and could eat it every day.

Our Strategy of promoting convenience and quality is supported by the findings that people are looking for a fast option for a craving of quality wings.

SECONDARY RESEARCH

Secondary research was conducted through the use of various Internet databases such as ABI/INFORM Complete, Hoovers Online, LexisNexis, and ProQuest and also through articles on websites such as FastCasual.com.

This information gave us an overview of the industry and the current trends/news.

THROUGH OUR
RESEARCH, WE HAVE
DETERMINED TWO
THINGS:

1. WINGSTOP
WOULD BE BETTER
POSITIONED
AS A TAKE-OUT
ESTABLISHMENT
2. THERE IS CONCEPT
CONFUSION AMONG
CUSTOMERS

TARGET MARKET

ENTERTAINERS

ON THE GOERS

We based our decision on the target market segments on the idea that there are two different groups of people who would be greatly influenced by our messages of convenience and quality. Each segment has their own preferences and reasons for turning to Wingstop for their wing cravings.

ENTERTAINER

PERSONALITY

They are the life of the party. Whether it's planning or attending, they are the ones who are organized and on the top of the social ladder.



When it comes to pleasing their guests, they never fail. They don't have time to worry about the complexity of their meal or wonder if the quality is up to par. They need something quick, delicious and convenient for their market.

STYLE

They are fun, humorous and ready for the next big thing. When it comes to

the newest trends and fads, they are always the first to start them.

MUSIC

These people love fun, popular and upbeat music. Anything from Lady Gaga to Carrie Underwood—they love top 40 and always have the radio on.

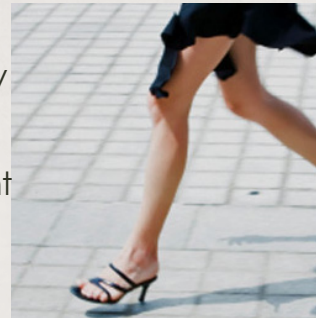
SOCIAL

The Entertainers are the social butterflies. They are always meeting new people and are extroverts.

ON-THE-GOER

PERSONALITY

Organized, busy and family oriented. They want fast food, but do not want to sacrifice on the quality of it for their meals. They



are constantly on the move, and are always looking for the next best thing to feed themselves and their families.

STYLE

Trendy, but also classic. They may not be up on the latest style, but they are

not stuck back in the '90's either.

MUSIC

They love top 40, because it's quick, easy and it's what's accessible. They don't have time to be searching for the next best thing. They also love songs that are easy to sing along to, that everyone is a fan of.

SOCIAL

They are very social people, but also spend a lot of time taking care of their families. They are motivated by taking care of people and also taking care of themselves in a timely manner.

SITUATION ANALYSIS

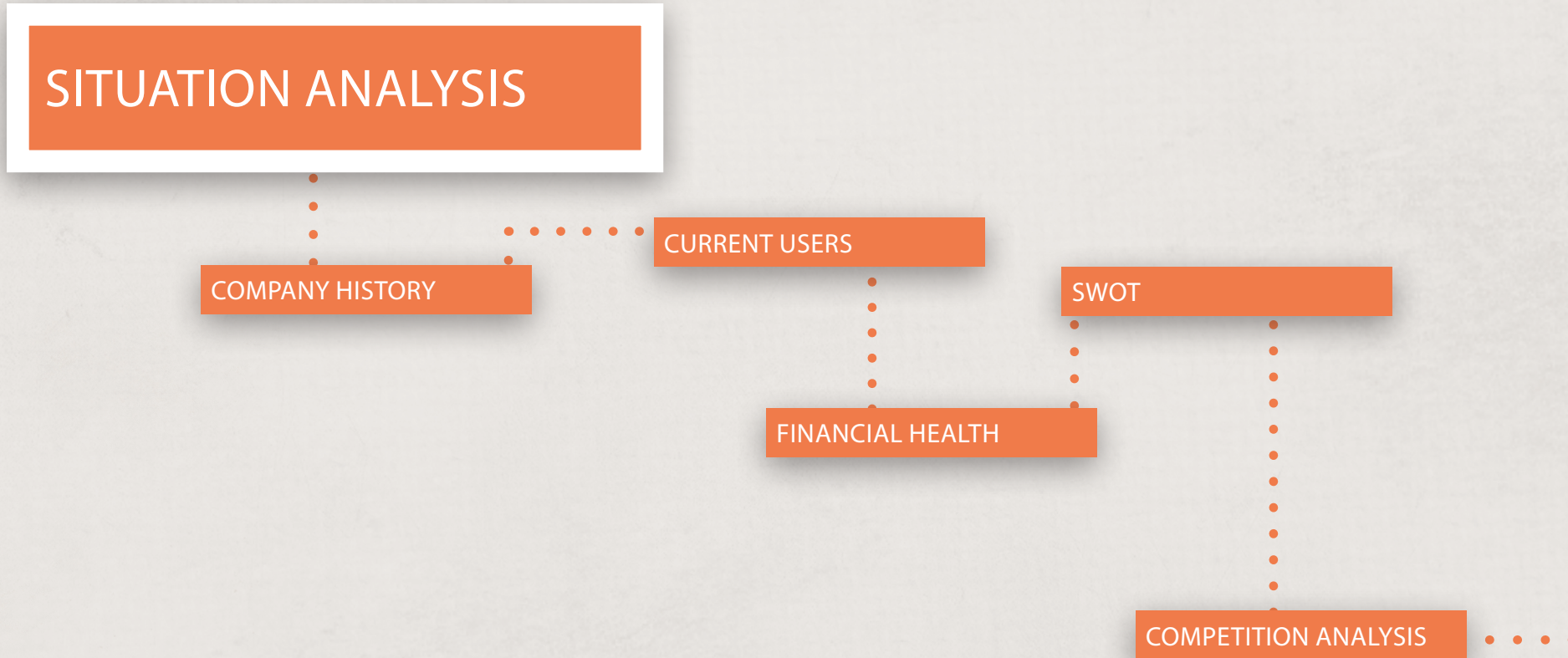
COMPANY HISTORY

CURRENT USERS

FINANCIAL HEALTH

SWOT

COMPETITION ANALYSIS



SITUATION ANALYSIS

COMPANY HISTORY

Wingstop opened its doors to the public in 1994 with the help of Antonio Swad, a Texas-based entrepreneur who believed that chicken wings had a place at the center of the plate. Swad used a hands-on approach to develop his business into a national franchise by 1997. Their simplistic menu consists of 10 flavors of buffalo-style chicken wings as well as beverages and sides, including their famous French fries.

Wingstop provides individual orders along with catering, and customers can order online, call ahead, or dine in the restaurant. However, 75% of Wingstop's business is carryout. The restaurants are nostalgic, aviation-themed, and the national spokesperson is Troy Aikman. Wingstop is positioned as a simple wing restaurant that is great for carry-out and catering sports events. The company is adamant that they are not fast food, but instead fast casual. Everything is made to order from quality ingredients.

They have been recognized several times over the years for their quality service and franchising ventures. They were rated as #1 for Chicken wings in Entrepreneur Magazine,

#5 in the top 25 New Franchises in 2011 and their franchising industry rank as according to INC is #77.

CURRENT USERS

MALE: 35-54

FEMALE: 30-45

FINANCIAL HEALTH

- 75% OF SALES ARE CARRY OUT
- 600+ STORES IN OPERATION OR DEVELOPMENT
- TX & CA HAVE BEST PERFORMANCE
- GROWTH POTENTIAL IN NORTHEAST, SOUTHEAST AND MIDWEST

SITUATION ANALYSIS

S

READY IN 14
MINUTES

MADE TO ORDER

RAPIDLY GROWING

W

CONCEPT CONFUSION

NO DELIVERY

PURCHASE WITHIN 5
MILE RADIUS

O

FAST CASUAL IS
POPULAR

PURCHASE ON A
WHIM

CHANCE TO FOCUS ON
CARRY OUT

T

OTHERS OFFER
DELIVERY

FAST-FOOD WITH
FASTER PREP TIME

COMPETITORS FOCUS
ON DINE IN

COMPETITION ANALYSIS

SITUATION ANALYSIS

	PIZZA HUT	BUFFALO WILD WINGS	DOMINOES	SUBWAY	TACO BELL
PRICE	\$	\$\$	\$	\$	\$
MEDIA	Heavy	Light	Heavy	Heavy	Heavy
FOOD QUALITY	Low	High	Mid-Range	Mid-Range	Low
MENU	Many Options	Many Options	Limited Options	Customizable Options	Many Options
POINT OF DIFFERENCE	Pizza rather than just wings. Low quality.	Offers large food selection. Wings not main dish.	Pizza. Fast to-go option.	Fast to-go option. Feeds many.	Fast. Low quality.

OBJECTIVES

MARKETING

ADVERTISING

OBJECTIVES

MARKETING OBJECTIVE: TO PROMOTE THE QUALITY AND CONVENIENCE THAT WINGSTOP OFFERS ITS CUSTOMERS

ADVERTISING OBJECTIVE: TO ELIMINATE CONCEPT CONFUSION AND POSITION WINGSTOP AS THE PRIME TO-GO OPTION FOR WINGS AND CRAVINGS.

CREATIVE

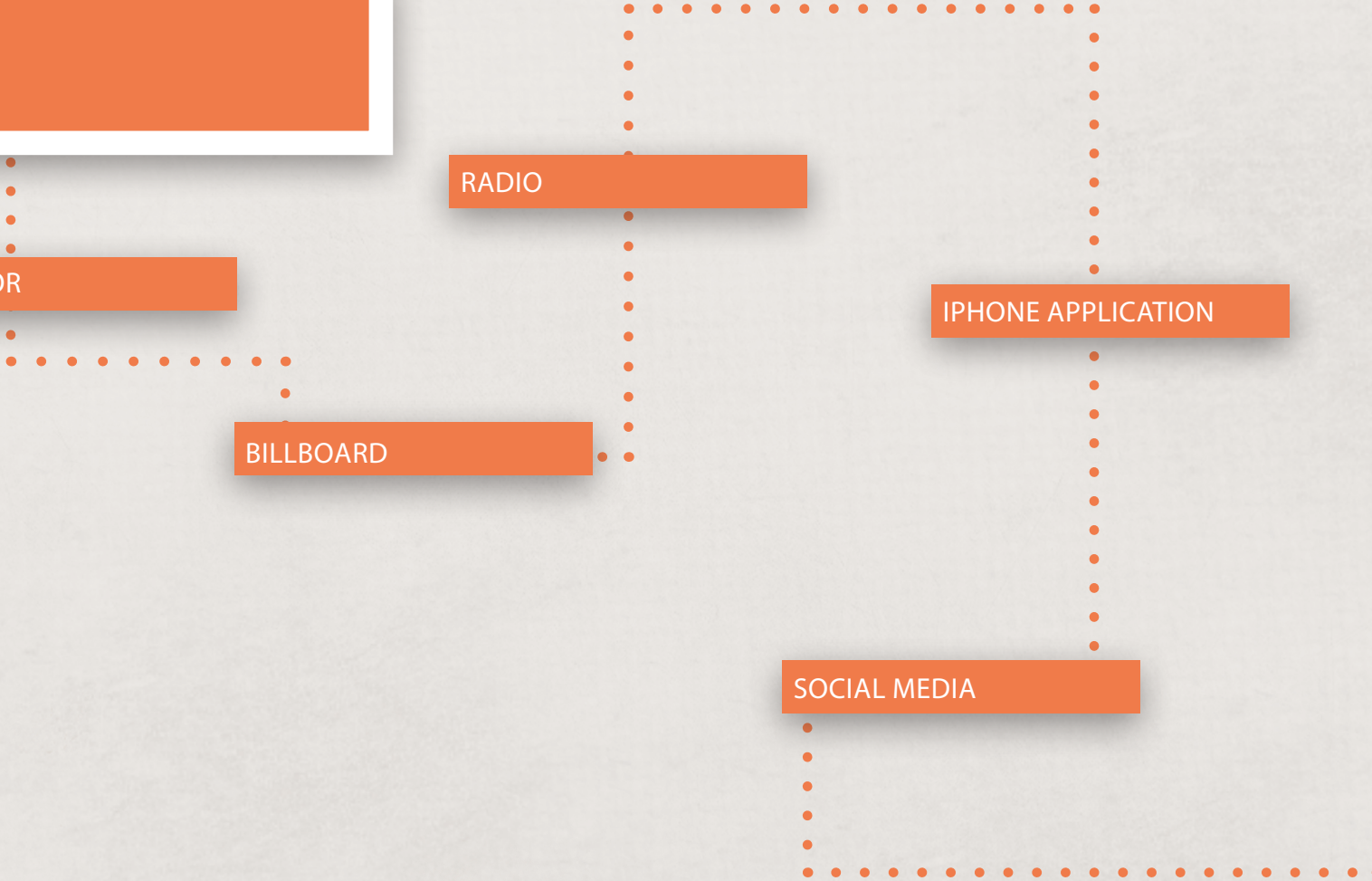
OUTDOOR

BILLBOARD

RADIO

IPHONE APPLICATION

SOCIAL MEDIA



CREATIVE



OUTDOOR

This non-traditional advertisement will be placed at Dallas Cowboy's Stadium and around walls and buildings in the Dallas metroplex. Notice the saucy "fingerprints" which lead up to the Wingstop logo.

CREATIVE

BILLBOARD

The billboards will be placed throughout Dallas to reinforce the idea of Wingstop as a prime take out option. Notice, the people have chosen where they are sitting - on the billboard itself.



Wingstop "Enjoy Where You Choose"**Radio Spot (:30 Seconds)**

(Begin with ambient restaurant noises in background.)

Male V.O. (continuous)

Wings are a messy, hands-on, finger-licking food. We believe they're more than an appetizer, because we make them with the best ingredients and always ready to order. In here, wings can be spicy, really spicy, slightly less spicy, tangy, or cheesy.

(Background noises fade to sounds of a sporting event.)

Male V.O. (cont'd)

They come in enough flavors for everyone, not just for those wanting to watch the game. We know you're not always by the people you want to eat with when you order, so go ahead and take dinner home.

(Sounds fade to those of a car parking, footsteps, and door opening, keys being set down.)

Male V.O. (cont'd)

Use our mobile app to order before you leave work and we'll have it done before your next stop, wherever that might be. We'll provide the food, you provide the theme. We're Wingstop: a destination, and we yield to you. Wingstop: Enjoy where you choose.

RADIO

To the left is a sample radio script that we believe promotes our concepts of convenience and quality.

CREATIVE

IOS APPLICATION

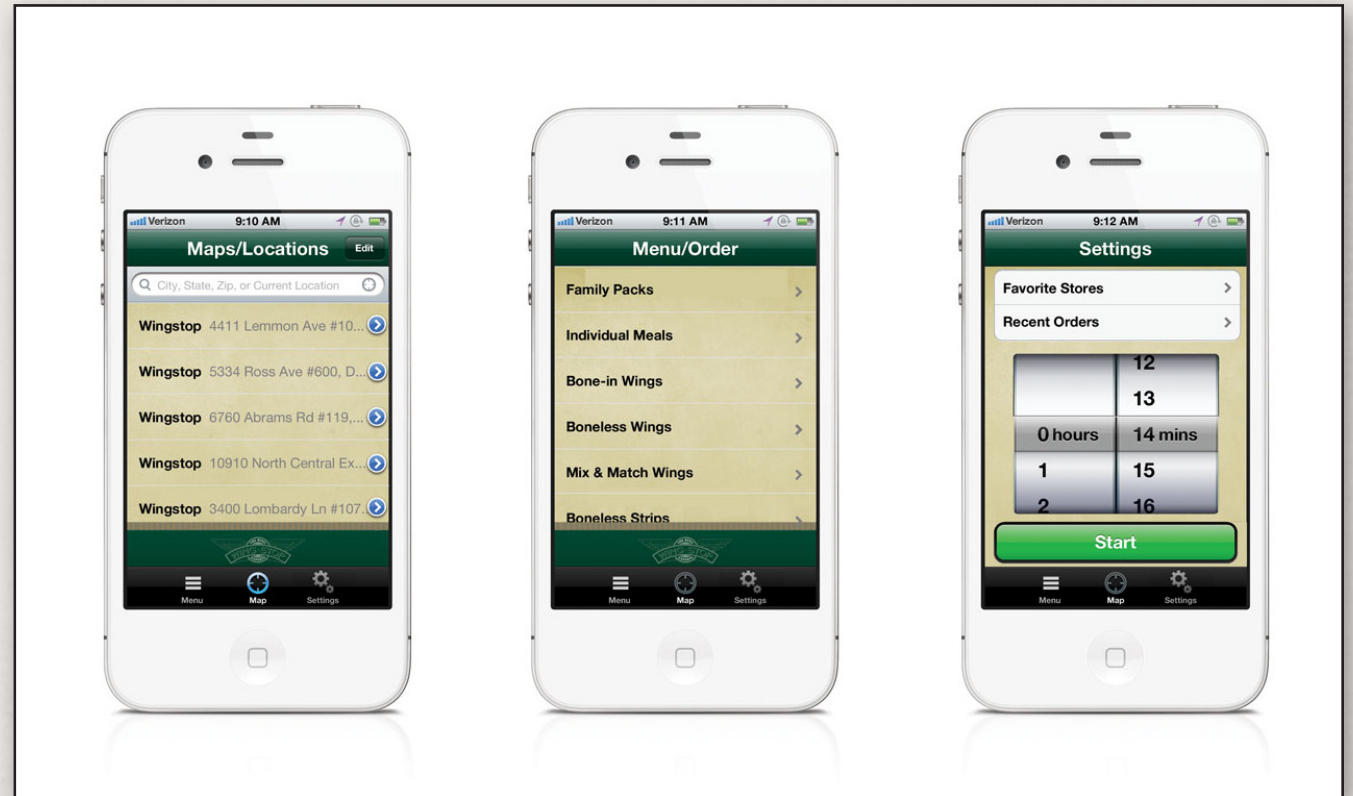
After careful evaluation of the current iPhone application, we have several suggestions for future improvement.

Firstly, we would like to have an aspect that recognizes the user's "Current Location," and drops a pin at the nearest Wingstop.

Secondly, we would like the menu to be easily accessible, as shown in the second frame.

Finally, under the settings selection, you can select the amount of time and "Set a Timer" on the Wingstop from which you have ordered from.

We have eliminated the "Delivery" option as it added much confusion.



CREATIVE

SOCIAL MEDIA

There will be several messages we want to promote using our social media. We would like to give people an incentive to engage with the brand and also for eating at the restaurant.

Facebook

To encourage Likes and to grow the fan base, we will offer coupons to randomly selected customers when they "Check In" either at a Wingstop or "Check In" somewhere else where they are eating their Wingstop.

Twitter

We would like to create a #hashtag that reinforces the quality and convenience of Wingstop. We will start the conversation using this, and also using incentives to bring them to Wingstop.



MEDIA

OBJECTIVES

MEDIA VEHICLES

WHO

WHEN

BUDGET

BUDGET ALLOCATION

OBJECTIVES

We would like to communicate the quality and convenience of Wingstop, and have selected media that will reach the appropriate targets -- those who are “on-the-go”. We have decided to place our focus on the Dallas/Fort Worth metropolitan region, and will use our findings from there to choose our media on a national scale.

The media we’ve chosen to use include radio, outdoor, non traditional, and an updated iOS app. By using vehicles that are easily accessible and minimally intrusive, we are able to assure a high number of impressions, and in doing so spark increased impulse business.

MEDIA VEHICLES

Radio

We chose radio as a way to reach impulse buyers as they are on the go. Our research showed that a large portion of our target decides where to get take out less than an hour before picking it up. By purchasing ad time during high traffic dayparts and using demographic targeting, we can reach these customers and get them craving Wingstop.

Billboards

We also incorporated outdoor media into our campaign in the form of bulletin billboards. We plan for these to be located within five miles of Wingstop locations. Billboards are advantageous because of the 98% reach potential and the ability to use geographic targeting.

Non-Traditional

An additional aspect of our campaign is the use of non traditional media in the form of sticker advertising. These kinds of ads are a unique way to raise awareness of Wingstop and generate word of mouth buzz about the brand. By placing these stickers in high traffic locations such as sports arenas, we can reach a large percentage of users for a low cost.

WHO

As stated in our executive summary, instead of targeting our campaign towards specific demographic age ranges, we are focusing on specific lifestyles. Our media decisions reflect this in that each advertisement, whether it is radio, outdoor, or non traditional; targets those users that are busy and out and about. Our goal is to reach the audiences that are most likely to order take-out from Wingstop,

and catching them when they are in their cars, or otherwise outside of their homes caters to this objective.

WHEN

Radio

Monday-Friday 6AM-10AM
Morning Drive (Target:Any)
Monday-Friday 10AM-3PM
Daytime (target: Women)
Monday-Friday 3-7 PM
Drive (Target: Any)

Our plan is to disperse the percent of our budget allocated to radio amongst these dayparts year-round. There will always be radio spots on the air, even when we are not running the other aspects of our campaign

The 6AM-10AM daypart is a great way to target our “on the goer” segment and get them craving Wingstop for lunch. Similarly, the 3-7PM daypart does the same thing for dinner.

Data from the Thumbnail Media Planner shows that the 10AM-3PM daypart is an effective way of targeting women, thereby reaching our “entertainer” segment.

MEDIA

Outdoor

We will have 18 billboards dispersed in the DFW area for the month of January and May-August. There will be a high number of billboards in January because of the Super Bowl taking place during the first week in February. We wish to encourage “the entertainer” to purchase large catering orders for the day of the game and to remind the “on the goers” what a great game-day meal Wingstop is.

There will also be a high number of billboards during the Spring/Summer months of May through August.

We will decrease spending on outdoor media from September through December and February through April. During these months there will be six billboards located close to the Wingstop restaurants in the highest density areas in DFW. This decrease in spending is partially because we do not want to oversaturate the market with a large quantity of billboards year-round. Furthermore, the weather during these months is not as conducive to generating a high number of impressions

three to facilitate equal dispersion of our three creative renderings for the billboard.

Non Traditional

The sticker advertisements will be placed in Cowboy Stadium for the months of September through January. We felt that this is the best time to schedule the installations as it is during football season.

There will be three 20 square ft. installations of sticker ads in different areas throughout Cowboy Stadium. The placement of the stickers is relevant to our target markets of the “on the goers” who live a busy lifestyle that involves attending sporting events, and “the entertainer” who loves to go to games when he or she is not hosting game-day parties.

BUDGET

We have designated the DFW market as our sample local market for the campaign. Based on the \$1M we were allocated, we took 12% of that budget to build around the Dallas market.

Radio

15 TRPs x 4600-\$69,000
\$5,750 per month allocated to the three different dayparts year-round.

\$69,000 total allocation for Radio

Outdoor

The Thumbnail Media Guide lists 2011 estimates for one bulletin billboard in DFW as \$200/4 weeks.

For those 5 months with 18 billboards-\$18,000
Super bowl: January
• Summer: May-August

6 months with 6 billboards-\$7,200
• February: April
• September - December

\$25,200 total allocation for Billboard

Non Traditional

\$225 per 5ft square unit x 4 for 20 total square ft. equals \$900 for one month (Media Life Magazine).
• September-January
• 3 different locations for these months \$4500 per location, \$13500 total

\$13,500 total allocation for non traditional

iOS App

In addition to the traditional and non traditional media included in our campaign, we allocated \$5,000 for the development and maintenance of an updated Wingstop iOS app.

\$5,000 total allocation for iOS app

Social Media Promotions

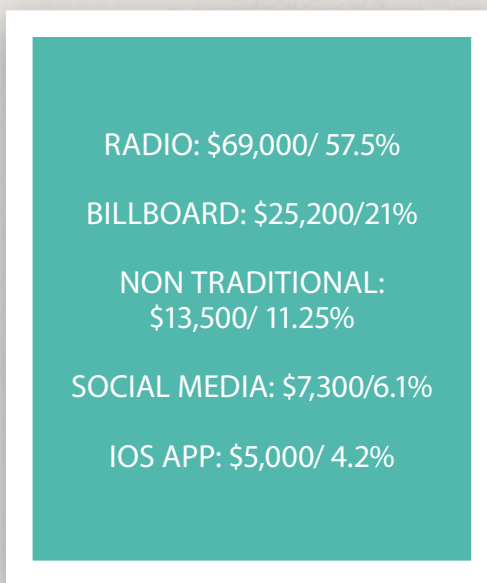
We decided to allocate the \$7,300 remainder of the budget towards promotions on social media websites such as Facebook and Twitter.

An example of one such promotion could be a giveaway or discount given to Facebook users that “like” a post on the Wingstop page, or a discount for Twitter users that tweet about Wingstop using a “hashtag” designated by the Wingstop Twitter account.

\$7,300 total allocation for social media promotions

PERCENT BUDGET ALLOCATION

\$120,000 total (12% of National Wingstop Budget)



MEDIA

MEDIA CALENDAR

Months	May	June	July	August	September	October	November	December	January	February	March	April	Total Cost
Radio													\$69,000
Outdoor													\$25,200
Non-Traditional													\$13,500
Social Media Promotions													\$7,300
Total													\$115,000

Usage Key	Heavy	Light
Radio		
Outdoor		
Non-Traditional		

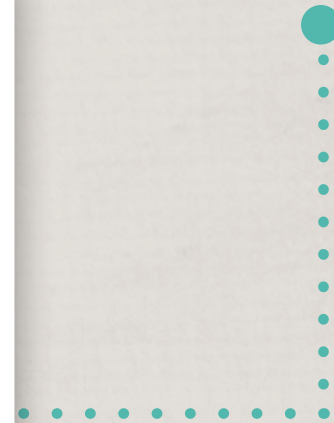


CAMPAIGN EVALUATION

CAMPAIGN EVALUATION

IN ORDER TO DETERMINE THE SUCCESS OF THE CAMPAIGN, WE WILL EVALUATE IT USING SEVERAL METHODS.

- TRACKING DOWNLOADS OF THE APP
- CHECKING FACEBOOK AND TWITTER ACTIVITY
 - TRACK SALES FROM THIS YEAR IN COMPARISON TO LAST YEAR





APPENDIX

APPENDIX

RESEARCH

Industry

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SURVEY

1. On average, how many days per week do you eat out?
2. Out of those times, how often are you dining in and how often are you getting take-out?
3. Where do you most often get take-out?
4. Why is that? Is it simply because you like the food or are there other factors that motivate your decision?
5. When you get take out, how far in advance do you plan where you are going to get food from?
6. Are you familiar with the Wingstop restaurant chain?
7. If you answered yes to the previous question, how often do you eat at Wingstop? And out of those times, how often do you get your food to-go?
8. Furthermore, when you eat at Wingstop, what motivates your decision to eat there? For example: cravings, convenience, location, ect.
9. If you don't eat at Wingstop, do you eat wings at other restaurants? If so, which ones and why do you eat there?
10. Have you ever seen any advertising for Wingstop? If so, what media was it and what do you remember most about the ad?

THANK YOU