

the  
**Habit**®

**BURGER GRILL**

<b>Company History</b>	4
<b>SWOT Analysis</b>	5
<b>Competitive Backgrounds</b>	7
<b>Competitor Analysis</b>	9
<b>Target Market</b>	10
<b>Limited Time Offer Product</b>	11
<b>Marketing Objectives</b>	13
<b>Budget</b>	14
<b>In-Store Support</b>	15
<b>Public Relations</b>	17
<b>Social Media</b>	19
<b>Event Appearances</b>	20
<b>CharClub Plan</b>	21

# Table of Contents

THERE'S NO  
SUBSTITUTE  
FOR  
*Quality*

*Better*  
**BURGERS**  
*are*  
JUST THE BEGINNING

# Company Background

In Santa Barbara, California, 1969, the original Habit Burger Grill opened its doors. An entrepreneurial young employee and his equally enterprising brother—both on a mission to provide a great burger at a great price—borrowed money from their mom to buy the unassuming restaurant nestled amongst the Spanish Colonial architecture of Goleta Beach and nearby bungalow homes. Once they earned a reputation for serving the tastiest burgers on the coast, the brothers turned their attention to other beach-inspired recipes—like a fresh-grilled albacore sandwich made with line-caught tuna; a chicken sandwich topped with crisp bacon and velvety avocado; and crisp salads made to order.

# Situation Analysis

## Strengths

- Diverse Demographics in its Customer Base
- Consistent Quality Service, Products, and Experience
- Voted “Best Tasting Burger in America” by Consumer Reports
- Strong, Broadly Appealing Menu and Value Proposition

## Opportunities

- New Limited Time Offerings
- Global Expansion
- Growing Demand within Domestic Market

## Weaknesses

The Habit’s online presence is weaker compared to: Shake Shack, In ‘n Out, SmashBurger, and Five Guys throughout multiple social media platforms.

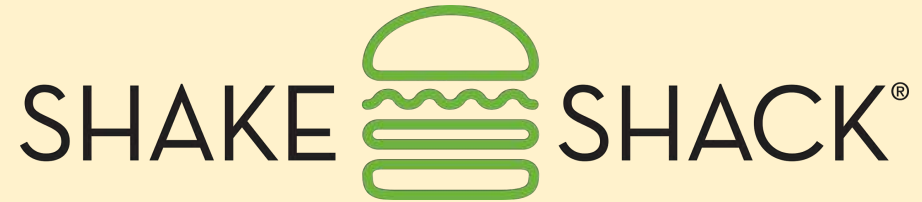
## Threats

- Low-price competitors with similar value propositions
- Competing East Coast restaurants entering West Coast Market

# Competitor Background









- Opened in 1948, In-n-Out serves fresh burgers, shakes and fries in a sparkling-clean atmosphere.
- In-n-Out has a cult following in Southern California
- In-n-Out has lower price point with their burgers at \$2.45
- In-n-Out earned \$625mm in revenue in 2012



- In 2004, Shake Shack was born. This modern day “roadside” burger serves up delicious burgers, hot dogs, frozen custard, shakes, beer, and more.
- Shake Shack’s appeal in the East Coast threatens The Habit’s market share as it expands more and more to the West.
- Shake Shack earned \$242mm in revenue in 2016

# Competitive Analysis

						
<b>Char-grilling</b>	Yes	No	No	No	No	No
<b>Menu Variety</b>	Yes	Yes, high % burgers	No	No	No	Yes, high % burgers
<b>Balanced Customer Mix</b>	Yes	No	No	Yes	Yes	Yes
<b>Cheeseburger Price</b>	\$3.85	\$5.49	\$7.19	\$5.29	\$2.45	\$8.79
<b>Upscale, Inviting Atmosphere</b>	Yes, warm colors & contemporary	“cool & trendy”	No	Yes, modern and open	No	Yes, lively
<b>Focus on Hospitality</b>	Yes	No	No	Yes	Yes	Full-Service

# Target Market

The Habit seeks to bring in an equal representation of customer demographics visiting the restaurant by factors of age, gender, lifestyle, and income. This is accomplished by offering a broadly appealing menu and welcoming atmosphere. Awareness is created through non-conventional marketing such as non-profit organization partnerships, social media campaigns, the Charclub newsletter, and word-of-mouth from new and returning customers.

# Introducing the California Turkey Burger

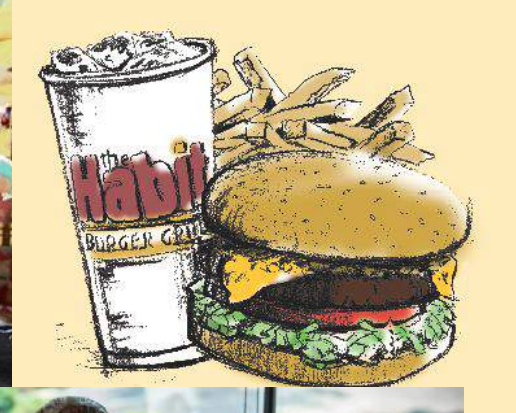
- Limited Time Summer Offering:
  - Chargrilled turkey patty
  - Pepper Jack cheese
  - Avocado
  - Grilled tomato
  - Grilled bell peppers
  - Garlic aioli sauce
- Pricing: \$6.25
- Available for 8 weeks during the months of July and August





# Why the California Turkey Burger?

- Customers regularly ask for Turkey Burgers
- Customers prefer a lighter entrée during summertime
- Americans enjoy California as a lifestyle



# Marketing Objectives

- Raise brand awareness by 10% through marketing plan tactics and online impressions
- Increase trial and repeat visits of new and current customers through voucher redemption, widening LTO offerings, and social media engagement
- Differentiate The Habit as a step above other burger concepts with the successful reception of the LTO
- Increase sales through marketing efforts and social media sponsorship
- Increase social media followers by at 8% (~14,000 users) by the end of the LTO period throughout Facebook, Twitter, Instagram, and YouTube




# In-Store Support




**the  
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BURGER GRILL

Create Now

The Habit is supporting Create Now, an arts education non-profit aimed to enrich the lives of LA's lost or abused children.

In partnership with  Create Now  
Making growth find their roots through arts, mentoring and education

**EXCELLENCE**  
IS A **HABIT**



THE ALL-NEW  
**CALIFORNIA**  
TURKEY BURGER  
\$6.25

# In-Store Support

There's No Substitute For Quality!

- Line queue signage to inform customers of the new Turkey Burger sandwich, “Excellence is a Habit” tag-line, and Create Now non-profit information.
- New bag design featuring Create Now non-profit information.
- Limited Edition Green wrappers to differentiate the new product and to communicate the impression of freshness and health.
- Have team members recommend the new Turkey Burger to encourage trial.

# Public Relations

- Create partnership with Create Now
  - Create Now works with 100+ partners to bring arts programs to disadvantaged or abused children in Los Angeles throughout LAUSD and has aided over a thousand children in 2015.
- The Habit will provide funding to increase Create Now's reach for 2017, and cater food at Create Now artistic events.
- Create Press Release to inform media and influencers of the partnership
- Have Branded presence at all Create Now events and feature Create Now on The Habit's website and social media handles.

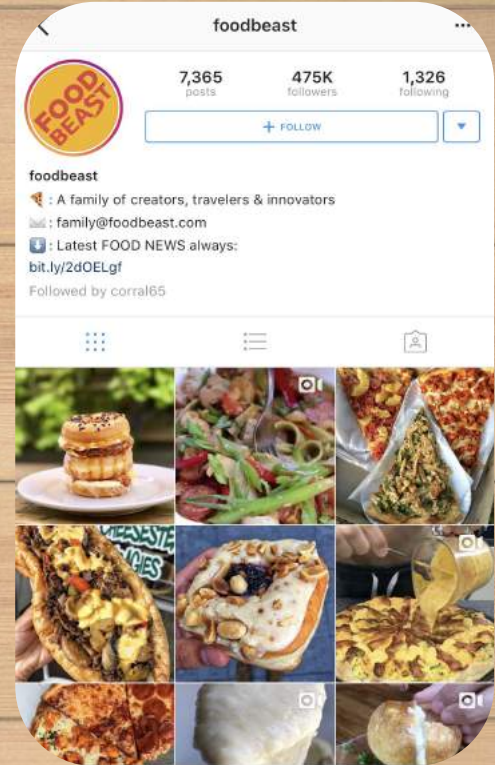
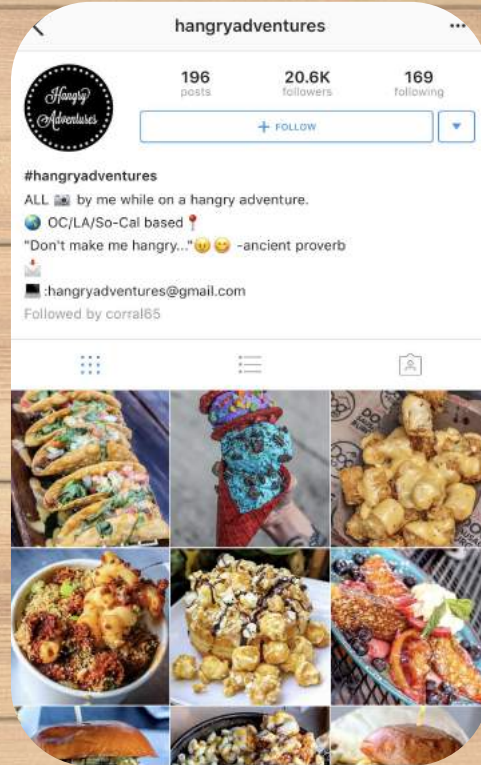


Create Now

*Helping youth find their voices  
through arts mentoring and education*

the  
**Habit**<sup>®</sup>  
**BURGER GRILL**

# Social Media Influencers



# Event Appearances

## OC + 626 Night Markets

- Vending Booth
- Strong social media opportunities
  - Give food vouchers at event
  - Live Event Facebook + Instagram Posts
  - #makeitahabit
- Non-profit partnership to appear at event

## Non-profit Event Fundraiser

- Each \$5 combo purchase will go directly to Create Now's non profit.



# CharClub Plan

- Utilize LTO vouchers for new CharClub members:
  - Must be redeemed within one week
  - Social media promotions
  - Event marketing
  - In-store support: Employees tell guests about Charclub
- Website Pop-Up Invitation
  - “See why The Habit was voted the ‘Best Tasting Burger in America’ “
  - Initiate email sign-up on all medias: Youtube videos, periodic social media posts.
- Create Call-to-Action for signups
  - Free birthday shake/ice cream





# LTO Voucher & Website Invitation

Satisfying the objectives to increase trial and repeat visit and increase the number of Charclub members, utilizing a voucher for the newest LTO does both: it gives an incentive to join the Charclub at one of the touch points that we create, whether at one of the restaurants, an event we attend, or through social media posts, and it also encourages trials with its limited-time redemption. Voucher holders will receive the voucher as a Charclub email along with a welcoming introduction to The Habit's newsletter with a list of benefits to being a member. People do not like to eat alone, so it is likely that voucher holders will bring a friend to eat with them, and that is another opportunity to directly make additional sales and create word-of-mouth.

Using a pop-up when the visitor enters the site is an easy way to get his/her attention by inviting the person to get a free incentive for joining and to "See why The Habit was voted the 'Best Tasting Burger in America' ". This can separate non-dedicated followers from those who do want to learn more and have a strong interest in the brand.

# Implementation (Summer 2017)

Week 1 (Late August)	Week 2	Week 3-7	Week 8
<p>OC Night Market</p>  <p>Social Media Influencers begin promoting sponsored content</p> <p>Set-up in-store support</p> <p>Habit Social Media platforms begin promotion for LTO, CharClub plan, and Create Now partnership</p> <p>Implement CharClub plan</p>	<p>626 Night Market Appearance</p>	<p>Appearances at Create Now events</p> 	<p>Final CharClub reminder</p> <p>Final LTO reminder</p> <p>Vouchers expire</p> 

# Budgeting

<b>Expenditures</b>	<b>Cost</b>
Non-Profit Donations (\$5 combos)	\$10,000
Influencer Sponsorship (YouTube and Instagram)	\$2,000 (\$500 x 4 influencers) \$1,000 (Prominent influencer) (~1 million views)
Events <ul style="list-style-type: none"><li>● OC Night Market</li><li>● 626 Night Market</li></ul>	\$4,000 x 2 (Food trucks) \$500 x 2 (Admission fees)
Vouchers (LTO gifts)	\$3,000 (~\$2 cost, 1500 burgers)
<b>Total</b>	<b>\$25,000</b>

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