

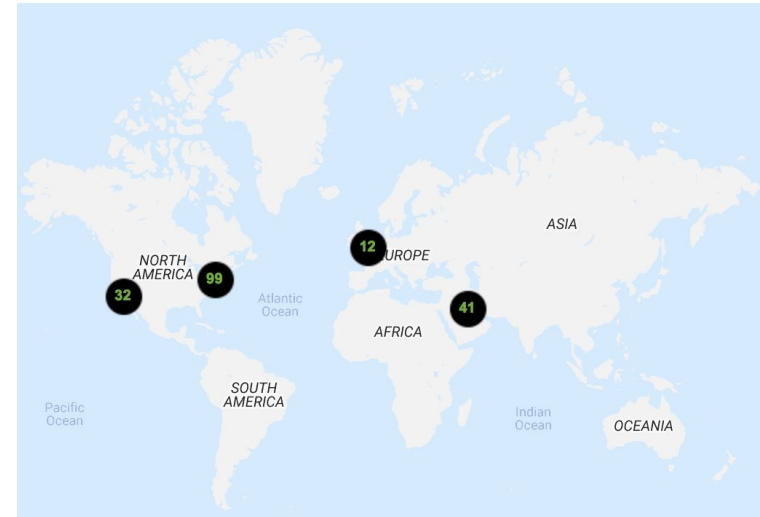
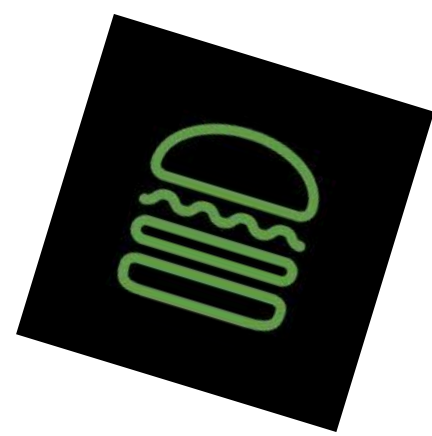
A stylized green outline of a Shake Shack burger. The top bun is a simple oval shape. Below it is a wavy line representing the cheese. The next layer is a thick, rounded patty. The bottom bun is also a simple oval shape. The text "Shake Shack" is centered within the top bun, and "By: Mike G, Natalija P, Caroline K and Meghan R" is centered within the bottom bun.

Shake Shack

By: Mike G, Natalija P, Caroline K and Meghan R

SHAKE SHACK

- **New York based burger chain**
 - Est. early 2000's as a hot dog stand outside of Madison Square Park
 - 2004 - permanent kiosk
- **131 locations across the United States**
 - 93 on the East Coast
- **72 combined locations in Europe & Asia**



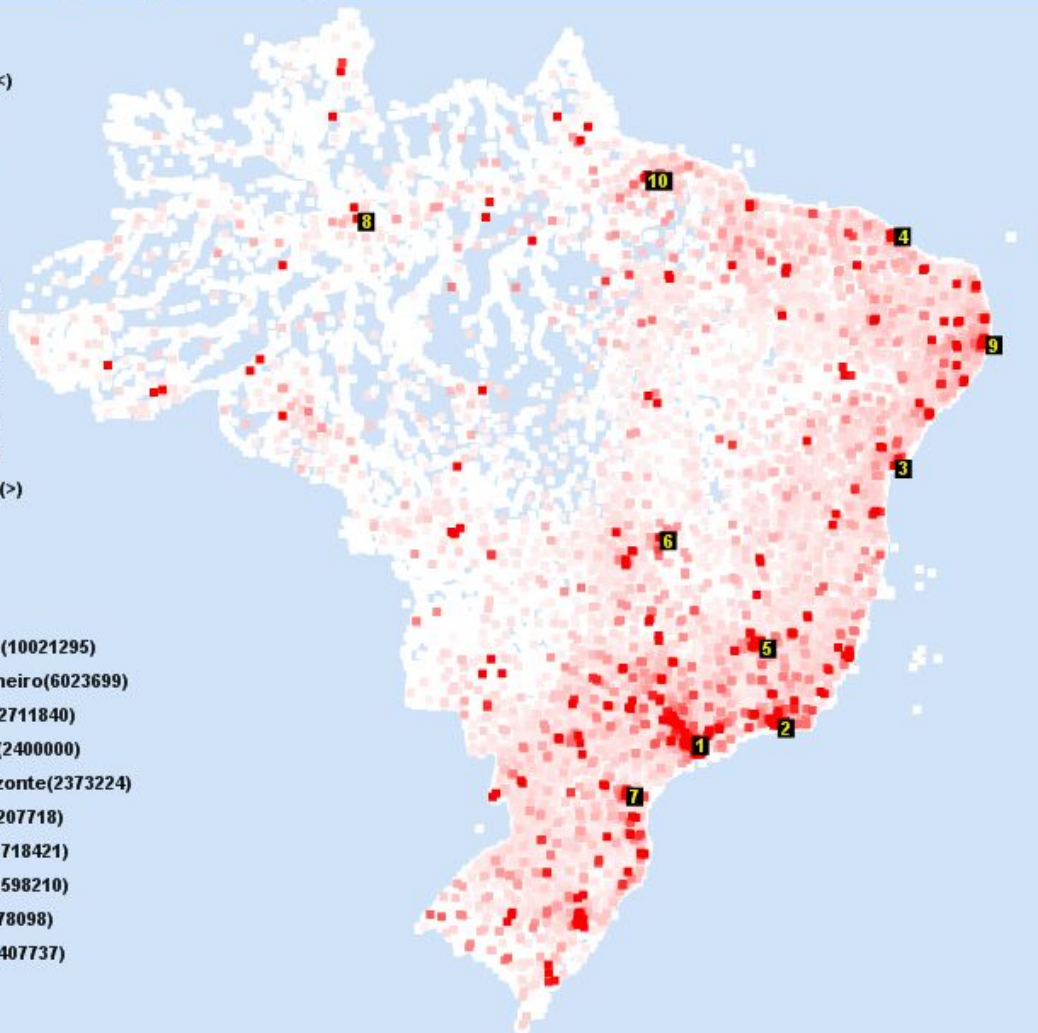




DEMOGRAPHICS + COUNTRY

- Population: **190 million people**
- Average monthly income: **\$2250 Brazilian Real or \$602 USD**
- **36.24%** of Brazilian eat fast food once a week
- **18%** find it more convenient to eat out for meals
- **62%** of citizens are 29 years or younger
- Between 2008-2013 the market sector hit **50 billion Brazilian Real** (\$21.7 billion USD)
 - **82 % increase** over a five-year period





- 1.Sao Paulo(10021295)
- 2.Rio de Janeiro(6023699)
- 3.Salvador(2711840)
- 4.Fortaleza(2400000)
- 5.Belo Horizonte(2373224)
- 6.Brasilia(2207718)
- 7.Curitiba(1718421)
- 8.Manaus(1598210)
- 9.Recife(1478098)
- 10.Belem(1407737)

PRICE



Single Shack
Burger

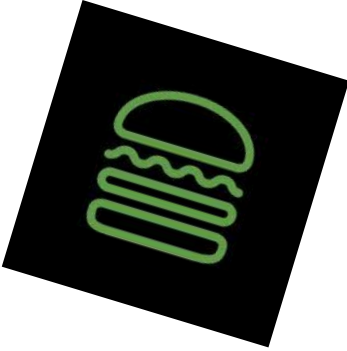
\$5.29



Double Smoke
Shack Burger

\$9.65

COMPETITION



Lowest Priced
Burger

← \$7.90

OTHER MENU OPTIONS



PURCHASE POINT

- **Robert (Bob) Flankenburg:** Bob's Burgers (1953)
- Sold behind **counter** or **drive-thru window**
- **McDonalds** was the 1st American fast food restaurant & **targeted the youth**
 - American companies utilize this tactic → viewed as **trendy**
- “I come to American places because my **daughter insists**”
 - American **name plate** & overall **resemblance** gets customers through the door



ECONOMIC FACTORS

- **153rd** freest market
 - **Customers** are **decision makers**
 - **Competition**
- Recovering from the **2014 economic crisis**
 - **Initial GDP Growth:**
 - **Predicted: 3 %**
 - **Actual: 1%**
- Benefit: **Open Skies**
 - Increase in **travel** and **commerce**



POLITICAL CLIMATE



- Most **influential country** in South America
 - Rising economic power
 - One of the world's biggest democracy
- President **Michel Temer**
 - Focus on turning around the **economic state**
 - **2012-2016** the **GDP rose 20% to 70%**
 - Succeeded in January by president elect **Jair Bolsonaro**
 - Former two presidents are facing **corruption & money laundering**

REGULATORY & HISTORICAL FACTORS



Regulatory Factors:

- Conditions set by government on how markets should operate
 - Price Setting
 - Ownership
- Strategy of reduction and limitation of specific services than can be provided by foreign companies in the internal market.

Historical Factors:

- Business mentalities that are direct for culture
 - Build positive relationships/ small talk
- Final decisions made by highest power person
- Greetings and body language

POPULATION DATA



- Brazil is the **5th largest country** and **largest in LA**
 - Two main cities **Sao Paulo** (21,000,000) and **Rio de Janeiro** (12,000,000)
- Brazil's population makes up **2.76%** of the **world's population**
- Population density is about **sixty five people** per **square mile**
- The race breakdown is:
 - **Whites** (91M)
 - **Blacks** (82 M)
 - **Asians** (14 M)
 - **Indigenous** (Less than 1M)

LANGUAGE

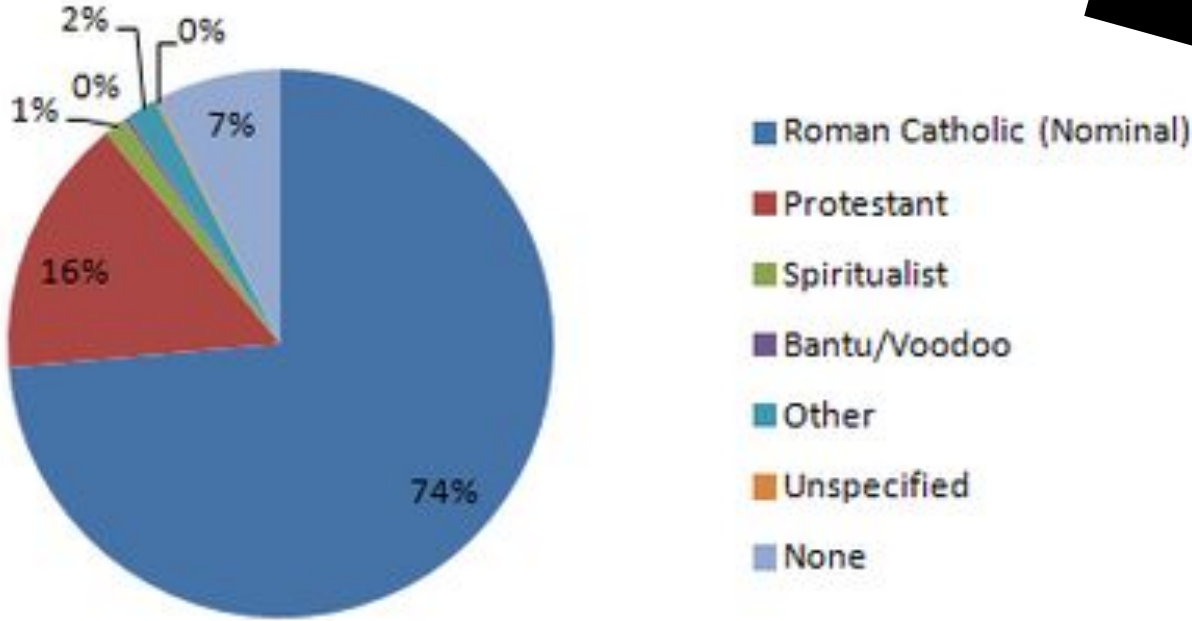
- Official language is **Portugues**
- Other languages such as Italian, German and English can also be spoken in major cities
- Brazilian Portuguese differs from European Portuguese
 - **Hire a translator**



RELIGION



Religions of Brazil



CULTURAL VALUES



- Family is the most important part of Brazilian culture
- Race, gender and class inequality
- Haptics
- Relationship oriented

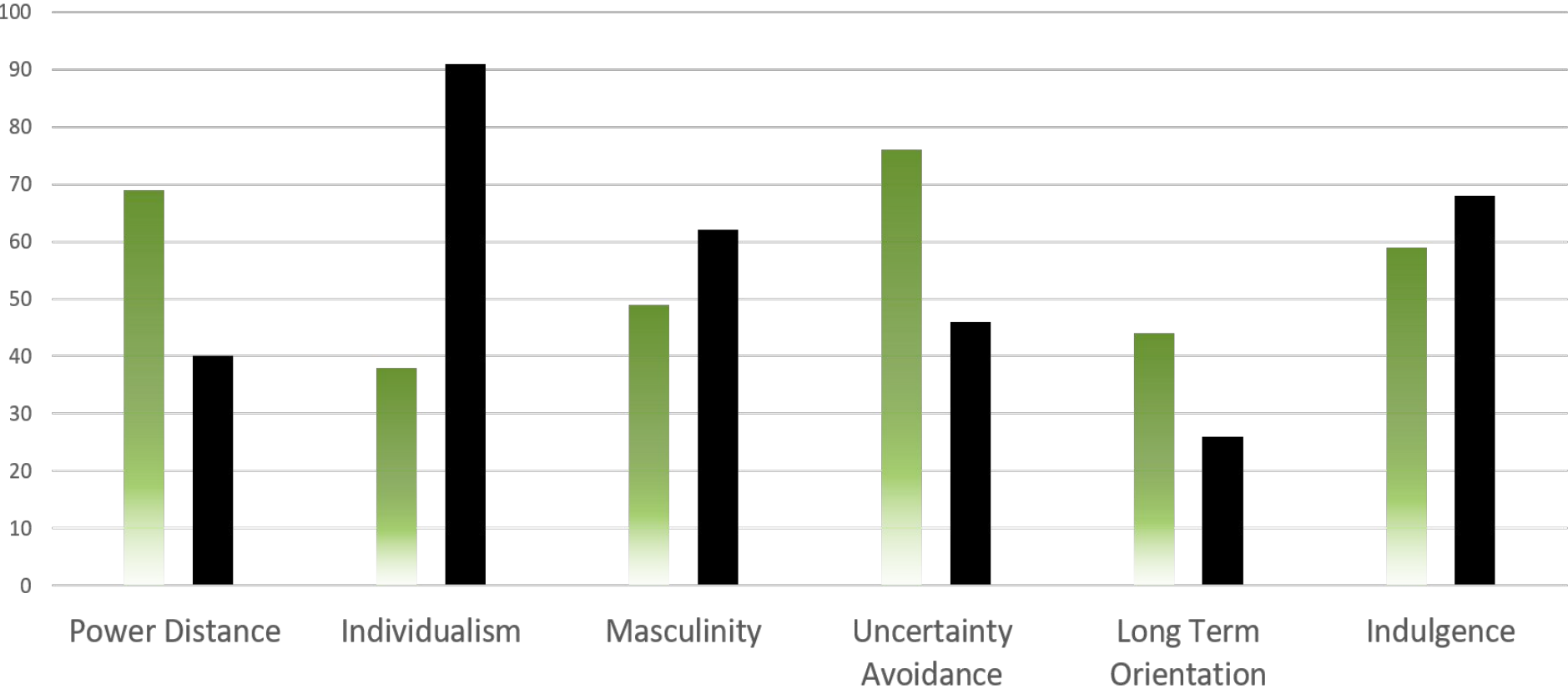
ADVERTISING & PUBLIC RELATIONS



- ❑ People in Brazil are trying in every possible way to maintain their culture, therefore, we will use customized ad that fits perfectly while entering Brazilian marketplace.
- ❑ 98% of Brazilian people have social media account
- ❑ Every company that is entering the Brazilian market must appreciate and accommodate this aspect in a best possible way.
- ❑ Brazil is the most vital country to invest in and establish a meaningful relationship
- ❑ Practitioners need to make sure that they are responsive to citizens and plan for the region's polychronic approach to time because for Brazilian's maintaining relationships are deemed more important

HOFSTEDE INSIGHTS

■ Brazil ■ United States



SWOT ANALYSIS

STRENGTHS: the quality of its product, strong brand awareness and big user of social media

WEAKNESSES: inherent finance and commodity fluctuation

OPPORTUNITIES: Brazil is the world's fifth-most-populous nation and seventh largest economy and it will be new and interesting for consumers to reach

THREATS: competition (Chipotle) and the fact that new entities are very difficult to set up in Brazil



CAMPAIGN GOAL

- **Avoid controversy**
 - **Shark Fin protestors:** Hong Kong, China
 - **Maxim Carters:** Licensee
- Be **real** and **authentic**
 - Quality of products
 - Corporate Social Responsibility
 - Goodwill within the community



CAMPAIGN OBJECTIVE ONE



→ **OBJECTIVE #1** (*Within 4 months*): Improve Brand awareness and gain recognition of Shake Shack in Brazilian cities to fifteen to twenty four year-olds in the middle class. (Rio de Janeiro & São Paulo).

◆ **Strategy:** Implement strong social media presence through our campaign

- **Tactic #1:** Create a social media video advertisement connecting our brand, Shake Shack and Soccer.
- **Tactic #2:** Use the following hashtags to create strong brand awareness and recognition in Brazil
 - #BatidosBrasileiros (Portuguese)
 - #BrazilianShakes (English)



CAMPAIGN OBJECTIVE TWO



→ **OBJECTIVE #2** (*Within 4 months*): Create a relationship with the Brazilian consumers in the target audience of middle class individuals between the ages of fifteen through twenty five and get them to know the product we are providing

- ◆ **Strategy:** The day before our launch day of Sept. 7th, Independence Day in Brazil to familiarize them with product.
 - **Tactic #1:** Advertise throughout the Parades in Rio de Janeiro & São Paulo. (Guerilla Marketing)
 - **Tactic #2:** Distribute free samples of our products and coupons for our restaurant's launch date.
 - 500 Burgers and Shakes
 - 500 Coupons



CAMPAIGN OBJECTIVE THREE



- **OBJECTIVE #3** (*Within 7 months*): Hire 150 local employees to man all of the new locations opened in Rio de Janeiro & São Paulo
- ◆ **Strategy:** With the relationship built with the public, publicize the benefits and opportunities that come with working for Shake Shack.

- **Tactic #1:** Target unemployment and lower class with benefit packages that Shake Shack offers
- **Tactic #2:** Promote job opportunities through advertisements in well known Brazilian newspapers.

- *O Globo*
- *O Estádio de São Paulo*



TIMELINE (Pre-Launch)



June:

- Begin to create the social media video campaign, along with all the necessary advertising materials.
- Launch the campaign along with the hashtags on numerous social media platforms.
 - Twitter, Facebook, Instagram and Youtube
 - Promote the hashtag #batidosbrasileiros (Portuguese) #brazilianshakes (English).

July:

- Begin to find and prepare location sites for opening.
- Start to spread the word that Shake Shack will be coming to Brazil through local advertisements in public domains.

August:

- Preparation for the grand opening and the Independence Day event.
 - Advertisements for parade.
 - Giveaways for parade.

September:

- The grand opening of Shake Shack will occur the day after Independence Day, which is September 8th.
- September 7th, Independence Day, Shake Shack will be giving out free samples and discount codes along parade routes to remind customers of the grand opening. On the grand opening, customers will receive a free shake with the purchase of any \$10 meal or more.

TIMELINE (Post-Launch) & EVALUATION



October- December:

- Evaluate Campaign Success (*Three Months Post Opening*)
 - Social Media
 - Brand awareness
 - ROI (Return on Investment)
 - Public perception of the company

January-March:

- Final Campaign Evaluation (*Six Months Post Opening*)
 - Overall evaluation of how the campaign did and what could have been done better.

EVALUATION:

- Make comparisons from our three month evaluation and Final Campaign Evaluation
- Determine the strengths and weaknesses that were encountered throughout the campaign

ANTICIPATED BUDGET



Social Media Campaign/Commercial:

- **\$2,500 USD** to shoot commercial
- **\$35,000 USD** to run on all platforms (Promote on Twitter, Facebook, Youtube)
- **\$70,000 USD** total 30 second commercial cost
 - ◆ **\$7,000 USD** per 5 times → 50 times

Independence Day Parade Event:

- Giveaways/Promos \$2,000
 - ◆ **4,000** flyers
 - ◆ **1,000** total giveaways

Billboards/ Signage:

- **\$120,000 USD** (40,000 a month X 3 months)
 - ◆ **15** Billboards
 - ◆ **100** Bus Stops
 - ◆ **5** Soccer Stadium

TOTAL ESTIMATED BUDGET:

\$234,500 USD

STEWARDSHIP

- ❑ Shake Shack is a **environmentally friendly** company
- ❑ Cares for the **community** and **people** who need help, therefore, they are organizing **donations days** through their website in order to be an active part of the community
- ❑ Reaching out to the **lower class** by **creating jobs** for people




TYPE OF CAMPAIGN


- **Standardization** Approach
- Targeting specific audiences, such as **millenials**
- Using **social media platforms**
 - *Instagram*
 - *Twitter*
 - *Facebook*



Twitter



 **Shake Shack Brazil** posted an offer. Sponsored




Buy one ShackBurger get one free!!!



Buy One Get One Free [Get Offer](#)


Expires Wednesday, December 26, 2018


  20 20 Comments 311 Shares

 Like  Comment  Share



Instagram

Instagram

 Shake Shack Brazil Sponsored




[Learn More](#)

♥ 12K likes


Shake Shack Brazil We have the same feelings as Neymar about the Shake Shack opening in Rio de Janeiro #brazilianshake

Facebook

 **Shake Shack**
@ShakeShackBrazil


Don't be shy 🤗 stop by our new location at Avenida da Paiva 2550, Leblon #batidosbrasileiros

2:52 PM - 28 Nov 2018



[Your Card Headline Here](#) [Install](#)

4.2 / 5.0 stars - 123 ratings

416  647

Promoted

Twitter

Shake Shack Brazil posted an offer. ▼
Sponsored

Compre um ShackBurger ganhe um grátis !!!



Compre um e leve outro de graça
Expires Wednesday, November 28, 2018

[Get Offer](#)


20 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

Instagram

Instagram

Shake Shack Brazil Sponsored ▼



[Learn More](#) >

♡ 🔍

♥ 12K likes

Shake Shack Brazil Temos os mesmos sentimentos de Neymar sobre a abertura do Shake Shack no Rio de Janeiro #batidosbrasileiros

Facebook

Shake Shack @shakeshackbrazil 🌐

Não fique tímido 🙊 com a nossa nova localização na Avenida da Paiva 2550, Leblon #batidosbrasileiros



[👤](#) [🔄](#) 416 [❤️](#) 647 [⋮](#)

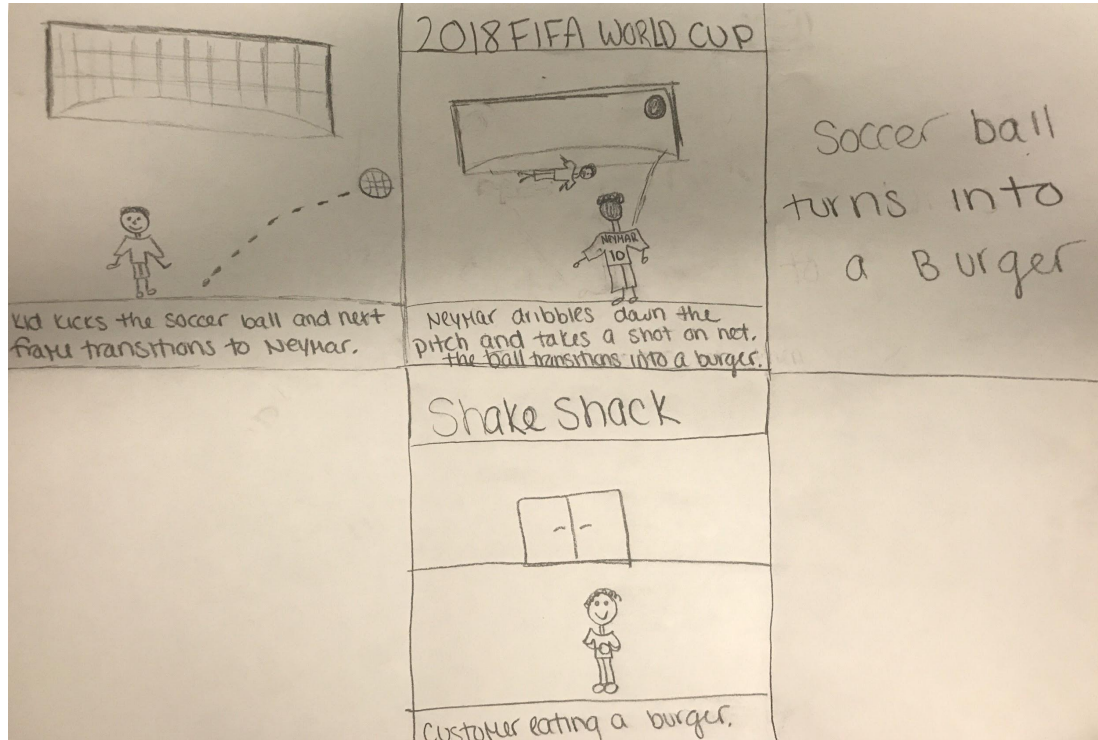
[📌](#) Promoted

TYPICAL ADVERTISEMENT

- Our video ad will run on Twitter and Instagram
- It will include soccer star, Neymar Jr.
 - Competed in the 2018 FIFA World Cup



VISUALIZATION OF COMMERCIAL



PUBLIC RELATIONS

Objectives & Tactics :

- **Authentic** and **trustworthy** relationships
- *“Stand for Something Good”*
- **CSR program**
 - *Rainforest Foundation U.S.*

