

A HOT CONCEPT THAT CAN **GET EVEN HOTTER!**



REQUEST FOR PROPOSAL

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OUR APPROACH

We're nerds. We start with the research, the numbers, the strategy.

And it works.

And we're people people. Who are we talking to? What are we saying? Where are we saying it? In order to reach people, you have to think like people — not like marketers.

Operationally, we're streamlined and organized. Thanks to our agency culture, we're agile and quick to respond; there's no bureaucracy or red tape.

Once we have a plan, we put it into action. Our team of creative geniuses disappears into a room, turns their brainpower up to 11, and delivers compelling, on-message work.

We also built a proprietary workflow management system called **CurrentTrack®**. This web-based application, used today by agencies across the country and internationally, keeps everyone in the loop and on track, whether they're in the office, away on business, or working from home.

That's how we reach people with the right message at the right moment: we understand; we get inside their heads; we show them something awesome that's relevant to their life and their consumer journey.

THE OPPORTUNITY & THE BRAND

With more than 30 years of restaurant marketing experience – from casual dining to QSR to pizza and more – Current360 has the knowhow you’re looking for to help Joella’s Hot Chicken clarify and focus its brand position.

We’ve helped a restaurant concept grow from a handful of local units to more than 100 worldwide. We’ve helped another multi-state chain reverse declining guest counts and revenue to successfully position itself for acquisition. We’ve built social media and guest loyalty campaigns that have helped generate literally millions in sales.

That experience gives us an understanding of the restaurant business at a depth few agencies can match. And we’ve done it all from a foundation that says, simply: the only true measure of OUR success is our CLIENTS’ success.

We believe Joella’s has the foundation in place for explosive growth, well outside the confines of the “hot chicken” specialty segment. With bone-in tenders, wings, and sandwich offerings... plus unique sides, desserts, and drinks...you’re poised to compete and win across the entire chicken market segment.

We were fans before receiving the RFP, personally and with our families, and we’re excited at the prospect of being part of Joella’s future.

At Current360, we energize brands with whatever it takes...and we’re VERY hungry for Joella’s.



THE JOELLA'S TEAM



RICK SCHARDEIN CEO - ULTIMATELY RESPONSIBLE

Rick has been in the marketing business for nearly 40 years, including 34 as head of Current360. He's helped develop and solidify some of region's most familiar and fastest-growing brands; his work has won numerous local and national awards, including an AAF Club Best of Show. Rick personally reviews performance data on all of Current360's clients, keeping the agency's focus on results.

Rick will be ultimately accountable for strategy and Current360's overall performance on the Joella's assignment.



NICK ISING PRESIDENT - BIG PICTURE GUY

Nick relies on 30+ years of marketing expertise to deliver unique strategic insights into our clients' businesses. And his strong background in both creative and media strategy give him the ability to identify critical messaging opportunities that cut through the clutter and resonate with specific audiences.

Nick's wide range of experience includes wine & spirits, restaurants, furniture, public transportation, festivals, education, and banking, as well as various philanthropic and religious organizations.



DENNIS BONIFER VP CREATIVE - CREATIVE CRUSADER

Dennis manages the Current360 creative team, leading the way to create and implement concepts that are on strategy, on time and on budget. Dennis has over 25 years of experience in the industry, and he has created award-winning materials for national and regional clients, such as Tumbleweed Tex Mex Grill & Margarita Bar, Schmitt Sohne Wines, and the Kentucky Derby Festival among others.



MARK NEU VP MEDIA - MEDIA GENERAL

As the head of Current360's media department, Mark brings 15 years of experience managing media accounts in 40 of the top 50 markets in the United States. His exceptional strategic planning and negotiating skills have helped him elevate our clients' exposure and provide measurable results.

Mark has had buying and planning success for a variety of international and local brands, including Papa John's, Taco Bell, O'Charley's, United States Army, Tennessee Department of Tourism, Furniture Liquidators, and Mattress & More.



CHELSEA SCHERER SOCIAL MEDIA MANAGER

Chelsea brings serious digital and social media chops to Current360 clients. She's a Louisville native and a graduate of WKU in Advertising, with a focus on Graphic Design. Her position as Social Media Manager allows Chelsea to surf between right- and left-brain activities, fusing original creativity with sharp business acumen.

Her work history includes managing social media activities for McDonald's, Papa John's, YMCA, Schmitt-Sohne wines and more. When not hanging out in social spaces, you're likely to find her outdoors with her long-hair/wire-hair mixed Dachshund puppy, "Pickles."



SUMMER SCHEBEN ACCOUNT COORDINATOR

Summer is a recent addition to the Current360 team. She graduated from UK with a Marketing/Management major and a minor in International Business. Prior to joining Current360, she was a Business Leadership intern at Momentum Worldwide in Atlanta on the Coca-Cola account.

Her duties can best be summed up as "making the trains run on time," assisting in the day-to-day management of client relationships.

OUR BRANDING PROCESS

OVERALL BRAND

Your brand is built from three components: Identity, Personality, and Positioning. It establishes an internal communication structure of how we refer to your market and yourselves. It is not typically suitable for external communication, rather the foundation on which external communication is built.

BRAND IDENTITY

This basic truth that underlies all communication is the beginning of any brand story. It is a unique descriptor – used internally – that will assist Joella's in remaining consistent in all internal and external communication.

BRAND PERSONALITY

This is a summary statement of how people outside the organization describe Joella's. When changing a brand's image and/or position, this statement is necessarily aspirational in nature. Reconciling existing descriptions and these desired descriptions is the fine line we walk in creating a brand personality. Often, this reconciliation may require phases of communicating brand personality.

BRAND POSITIONING

By defining Joella's key value proposition, we will identify what you do in the context of your competitive set. This demonstrates sustainable advantages over competitors in a way that is unique, credible and relevant to the target audiences.

MESSAGING PLATFORM

While your brand is the foundation of external communication, your messaging platform is the architecture on which we build what Joella's various stakeholders will see and hear. This hierarchy is the jumping off point for creative executions. Not necessarily headlines or taglines, but essential ideas that illustrate the brand. These ideas will effectively project your promise to consumers, the reason to believe that promise, and a series of proof points to support that reasoning.



Our unique process is designed to peel away the layers to expose your brand's essence. It all begins with a dynamic working session that seeks to analyze, define, and position your brand.

We identify key messages, competitive advantages, deliverable promises, and overall brand attributes that will resonate with all key stakeholders.

We explore impressions and emotions that target audiences may experience when interacting with your brand. And we establish the core beliefs that will make your brand inherently positive and memorable.

The result is a brand document that includes a recommended identity, personality, and positioning for your brand. From there, we can create a brand architecture that will be simple, powerful, and scalable in a variety of ways.

To build Joella's Brand and Messaging Platform, we will conduct a series of focus-group-like working sessions with various stakeholder groups. This brand-focused SWOT analyses is recommended to include people from the following groups

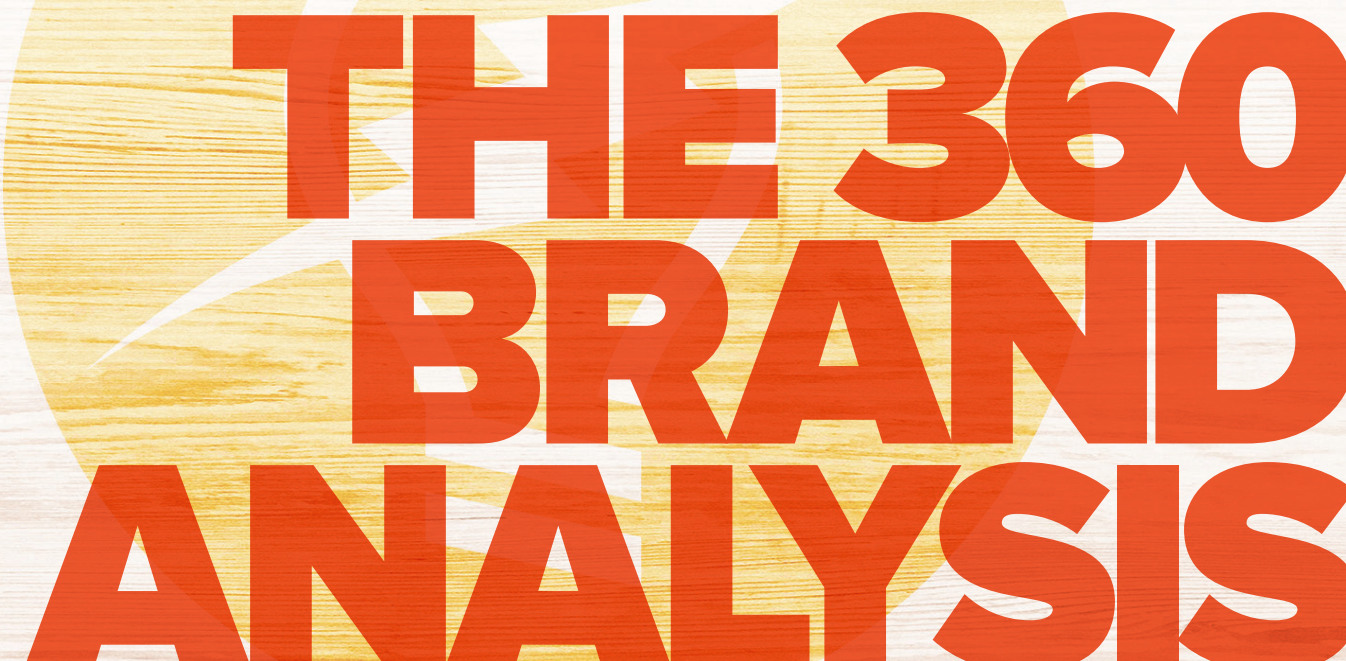
to establish existing and aspirational brand perceptions, and the reconciliation of the two.

1 INTERNAL
FRONTLINE EMPLOYEES
MANAGEMENT
LEADERSHIP

2 EXTERNAL
CURRENT CUSTOMERS
NON-CUSTOMERS
TRIAL/REJECTORS

Upon completion of these work sessions, Current360 will provide Joella's with a concise summary and working outline for future marketing and other communication activities. The summary will include the key elements of your Brand and Messaging Platform.

Implementation of the Brand will include a Brand Guide, training of your leadership team including store managers, and a customer experience measurement program.



THE 360 BRAND ANALYSIS



CAPABILITIES

Full-service isn't a misnomer here. At Current360, we have one mission at our core: *to energize your brand with every trick in the book*. Branding. Social media. Print. Out-of-home. Video. Digital. Broadcast. Parades. High fives. Whatever it takes.

We Do That.

Our staff includes strategists, writers, designers, media planners, social media specialists, web developers, and videographers. Our space at Bakery Square is fully equipped with a photography studio, video editing suite, and recording facility. We can even take care of limited print runs in-house. Nuts to bolts, we can handle anything your brand throws at us.

When it comes to media placement, we're all about integration, innovation, and dynamic delivery. At the forefront of utilizing data technology, Current360 delivers our clients' messages to the most relevant audiences. We have developed an integrated approach, using both "Broad Reach" and "One-to-One" marketing strategies.

From television to radio and print, to online and social media advertising, the object is synthesis. We provide a consistent marketing message across each channel through a holistic campaign designed to engage the consumer at each step of their journey.



As we've said, we're streamlined and organized. And you're getting our A-Team, so your desired deadlines will take a backseat to no one.

The timeline presented here anticipates having all research, analysis, concepting, creative development, and production completed and ready for implementation at the beginning of Q1, 2019 and ready for use.

SEPTEMBER 14 - 17:

Consideration of Current360's response

SEPTEMBER 17 - 21:

Presentation/interview with Current360

Selection by September 21

SEPTEMBER 24 - OCTOBER 12:

Meetings with Joella's stakeholders

Fact-finding and in-store research

OCTOBER 15 - NOVEMBER 2:

Analysis/synthesis of findings

Preparation of recommendations

NOVEMBER 5 - 9:

Presentation of recommendations to

Joella's stakeholders/discussion

NOVEMBER 12 - 30:

Brand Guide and creative development

Presentation to stakeholders

DECEMBER 3 - 21:

Creative production/plan finalized

JANUARY 1, 2019:

All new brand elements/refinements

in place and ready for use



TIMELINE



TEXAS ROADHOUSE

Early in its evolution, Texas Roadhouse struggled to define its core target market. Their first restaurant, in Clarksville, IN, had been a huge success. So was their second in Gainesville, FL. Thinking the same success could be duplicated most anywhere, they soon grew to seven units, from Sharonville, OH to Sarasota, FL.

But the results were uneven. Some thrived. Others started strong, but withered. Having been engaged to assist the young chain (then five units, with two recently closed and another on the brink), we developed a simple guest-intercept research program to learn – first hand – the makeup of their most loyal guests.

We sampled in performing markets and compared the results to those from lagging markets. What emerged was a guidepost to future success: The locations that reported a high incidence of country music listenership – and not coincidentally a high concentration of blue-collar families – performed far better than those with low country music listenership...regardless of overall market size.

In less than 10 years, Texas Roadhouse had grown to 162 units in more than 30 states. Today, it operates more than 500 units.

TUMBLEWEED

When Current360 first began working with Tumbleweed Mexican Food & Mesquite Grill, as it was known back in 1986, the company had three corporate-owned stores and two franchise locations confined to the Louisville market.

Through 32 years (and four CEOs), we helped the chain grow to more than 90 units throughout the midwest and internationally. In that time, we've handled literally every aspect of restaurant marketing – logo design, food photography, menu engineering, broadcast and print production, outdoor advertising, digital presence, in-store wearables, an automated feedback application for guests, and a materials-ordering system for unit managers.



TEXAS

STEAKHOUSE & SALOON

www.TexasSteakhouse.com

TEXAS STEAKHOUSE

When Tumbleweed CEO, Terry Smith, left to accept the challenge of turning around an underperforming steakhouse chain with locations throughout North Carolina, Virginia, and West Virginia, he asked Current360 to join him in the effort. The chain, called Texas Steakhouse, had suffered from three years of declining guest counts, and the owners had made a decision to sell the chain to focus their energy on the 400+ Hardee's locations they owned as the largest franchisee in the CKE system.

But unlike Tumbleweed, they had few markets with sufficient store concentration to afford efficiency from traditional (legacy) media such as television and radio. Digital would have to carry the load.

After engineering a brand-refreshing that leaned heavily on a new position of "Real Texas," we set about to grow their stagnant customer loyalty program... which enabled us to take advantage of direct communication via email. We also deployed a social media effort to connect to our guests.

It took 18 months to reverse the downward spiral, but with a renewed focus on food quality, speed of service, and guest satisfaction – and a focused marketing push – the turnaround was complete. Two years later, the chain was acquired at full asking price of 14.5 times EBTIDA.



PAPA JOHNS

Much of restaurant marketing is local. And often that's heightened even more with an international brand like Papa John's. Current360 is charged with Local Store Marketing for Papa John's co-ops in Louisville and Lexington.

In our time with the local stores, we have created partnerships with local television stations beyond spot buys, activated social media platforms with localized audiences and messaging, developed a school program featuring professional curriculum on entrepreneurship. Oh, and effectively shepherded millions of media dollars.

The results? Well, without disclosing any specific proprietary information, let's just say our clients (the local owners and operators) have enjoyed positive comp sales performance over 183 out of 208 weeks (through 6/17). The co-ops have outperformed annual system-wide comp sales percentages by as much as 292%.

Additionally, our social media and digital marketing have produced a combined ROI in excess of 10:1 (through 6/17).



BY THE NUMBERS



Since we opened for business in 1984, Current360 has always provided “not-to-exceed” pricing to our clients. We size up the task at hand, put a number on it and stand by it. It’s a bit different than most agencies, but it’s how we’d like to be treated by those who serve us.

Aside from what’s offered below, precise pricing is impossible without collaboration with you. Kind of like answering the question: “How high is up?” With your input to help us prioritize, we’ll build a detailed budget that allows for month-by-month forecasting, complete with a flow chart that shows what’s happening when and how much it will cost.

TYPICAL RATES

- Strategy Development/Account Management
\$200 per hour
- Creative Development/Production
\$175 per hour
- Social Media Planning/Creation/Monitoring
\$125 per hour
- Paid Social Media
+15% margin on placements, plus monitoring
- Paid Media (outdoor, print, television, etc.)
15% margin/commission provided by media

SPECIFIC DELIVERABLES

- 1. BRAND PLATFORM** \$12,500
As explained previously, we will conduct brand discovery sessions with internal and external stakeholders, process input from those meetings and return to Joella’s a brand architecture that includes Identity, Personality, Positioning, and Messaging Platform. This will define Joella’s positioning, personality, promise, differentiation, and value proposition.
- 2. BRAND STANDARDS GUIDE** \$10,000
This document will detail everything about your brand...from colors and typefaces to internal and external conversation guides. To keep everyone speaking about Joella’s in the same voice, this guide will also include an easy to use explanation of our brand architecture and messaging platform.
- 3. CURRENT CUSTOMER PROFILING** \$9,500
We will coordinate in-store intercept sampling (surveys) during lunch and dinner day-parts for five days across two weeks. The survey will be developed to provide insights about:
 - Demographics (sex, age, education, marital status, children in household, educational level)
 - Travel/destination patterns (home, work, entertainment, etc.)
 - Media usage habits (including digital)Results will be tabulated, analyzed, and summarized in a final report.

We're ready to get
started and look
forward to meeting
you in person,
next week!



CURRENT 360

WE DO THAT