



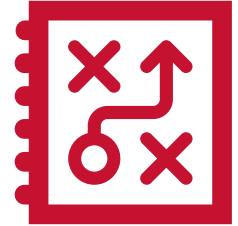
Kids Eat Free

Rollout Guide
2023

Table of Contents

- 1 Strategy (page 3)
- 2 Timeline (page 4)
- 3 Execution (page 5)
- 4 Tactics (page 6)
- 5 Marketing Collateral/POP
(page 7-9)
- 6 Team Member
Communications (page 10)
- 7 Talking Points (page 11)

STRATEGY



- Drive more guest traffic on Tuesdays during the summer
- Drive family decision of where to eat
- Bring in entire families, larger checks, residual sales

Keep Walk-On's top-of-mind for guests!

TIMELINE



- Summer 2023
 - June 6 – August 29
- Tuesdays, all day

EXECUTION



- All kids get a free kids meal on Tuesdays
 - 12 and under
 - One free kids' meal per one purchased entrée
 - 1 purchased entrée = 1 free kids' meal
 - 2 purchased entrées = 2 free kids' meals
 - Dine-in only
 - Dessert not included
- POS
 - Button
 - Restaurant(s): Walk-On's Wichita
 - Promo/Discount: Kids Eat Free on Tuesdays with entrée purchase
 - Button Name: FreeKidMeal
 - Manager Approval: Yes
 - Day Specific: Tuesdays
 - Date Range: June 6 – August 29
 - Button Approval & Set-Up
 - Approval: 3PRG Operations (Operations)
 - Set-up: 3PRG Operations (Operations)



TACTICS



- In-restaurant
 - Atmosphere TV ads – *begin Thursday, June 1*
- Out-of-restaurant
 - Facebook organic posts and ads – *begin Wednesday, May 31*
 - Facebook stories – *begin Tuesday, June 6*
 - Influencer ads/partnerships – *begin Tuesday, June 13*



MARKETING COLLATERAL / POP

Atmosphere Ad

ALL SUMMER!

**KIDS
EAT
FREE**

Tuesdays | All Day

*One free kids' meal per one
purchased entrée. Dine in only.



MARKETING COLLATERAL / POP

Facebook Ad

A Facebook advertisement for a restaurant promotion. The background is a blurred photo of a young boy with red hair, smiling and dipping a piece of fried chicken into a small cup of sauce. In the foreground, there are more fried chicken pieces and a basket of fries on a wooden table. The text is overlaid on the left side of the image.

ALL SUMMER!

**KIDS
EAT
FREE**

Tuesdays | All Day

*One free kids' meal per one purchased entrée. Dine in only.

MARKETING COLLATERAL / POP

Digital Outdoor



TEAM MEMBER COMMUNICATION



- Email (Marketing)
 - Content
 - Bullet points regarding the promotion
 - Rollout guide
 - Date email will be sent
 - Wednesday, May 31
- In-Restaurant Training (Operations/Training)
 - Rollout guide posted
 - Talking points posted
 - Shift meetings



TALKING POINTS



- Guest:
How does the kids eat free on Tuesdays work?
- Server/Bartender/Host:
Glad you asked! Kids get a free kids' meal all day on Tuesdays, with the purchase of a regular entrée, for the entire summer!



THANK YOU!

Please email marketing@3pointe.com
with questions.

