

Tasty Burger®

X

GUERRILLA
MARKETING SOCIETY



The logo for Tasty Burger, featuring the brand name in a white, cursive script font inside a white-outlined, rounded rectangular shape with a slight shadow.

Tasty Burger®

AGENDA

Background & Mission

Executive Summary

Industry Analysis

Target Personas

Data

Marketing Tactics

Key Takeaways

Conclusion and Q&A

Tasty



Started in 2010, Tasty Burger is a modern fast food neighborhood burger restaurant.

Burger



A place to relish flavorful and tasty burgers with friends and family.

Mission



To excel and innovate brand awareness to grow the overall customer market.

Executive Summary



College Student Attraction

- ★ Over 250,000 college students in the Boston metropolitan area
- ★ View dining out as a social event

Brand Awareness

- ★ Higher awareness leads to more sales
- ★ 82% of consumers favor brands that they know



Industry Analysis

Threat of Substitution
High

- ★ Many substitutes
- ★ 5 Year trend: people moving towards healthier foods

Buyer Power
High

- ★ No switching costs
- ★ Buyers are in a position to influence Tasty Burger if they increase their prices
- ★ Customers usually seek cheap prices, discounts, and offerings

Competitive Rivalry
High

- ★ The industry has a low level of market share concentration
- ★ 50k restaurants in this industry in the US
- ★ There is a significant difference in quality

Stephanie (College Student)



STORY

- ★ 21-year-old college student majoring in communications
- ★ Proud member of Sigma Kappa
- ★ Interning at an advertising agency part time



GOALS

- ★ To try food that is not from the dining hall
- ★ Enjoy time with friends
- ★ Get food quick to get to class on time



NEEDS

- ★ Wants a cheap and quick food option
- ★ Looking to find a place near college to hang out with her friends during break



PAINS

- ★ Doesn't have a lot of money to spend on food
- ★ Might not have a lot of time to eat
- ★ Doesn't want to eat somewhere her friends can't eat too





Steve (Investment Analyst)



STORY

- ★ 25-year-old business professional working at an Investment Banking firm
- ★ Outgoing and confident
- ★ Works at a fast-paced environment with short breaks



GOALS

- ★ Wants to relax and enjoy his time outside office
- ★ Wants to meet more people in his area



NEEDS

- ★ Quick satisfying meal close to office
- ★ Being able to have a casual meal with his coworker
- ★ Healthier options



PAINS

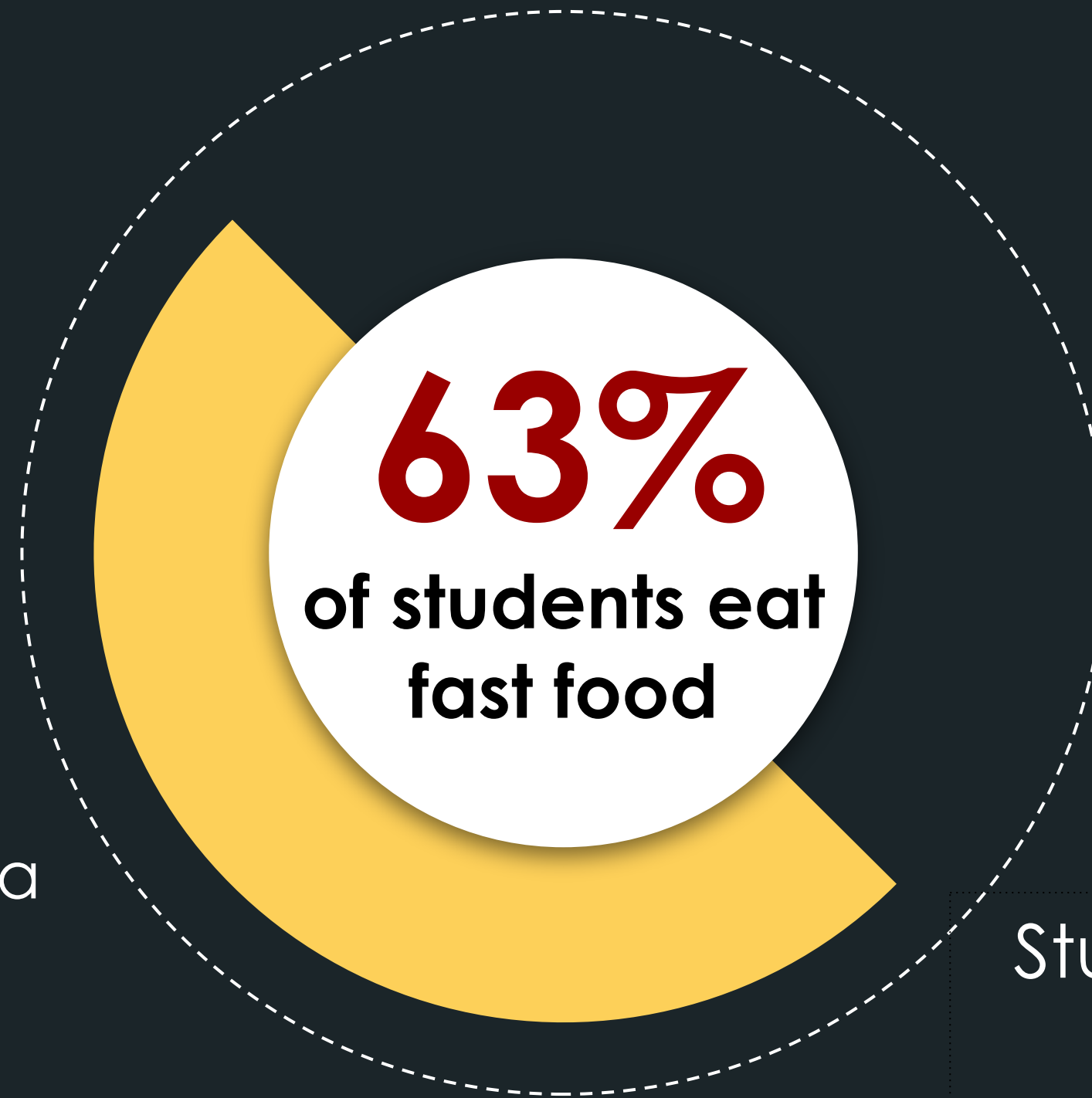
- ★ Doesn't get many breaks so needs a filling meal to avoid wanting additional snacks later
- ★ Needs to find restaurants nearby

DATA*

34 %

of students prefer fast casual dining over fine dining, takeout/delivery, self-service, and cafes

More than half prefer a **somewhat social eating environment**



\$16-25

is the average student spending on a casual meal

Students typically eat out past 10 pm
1-3 times a week

*Survey given randomly to 100+ students at Boston University, Emerson College, Boston College, and Northeastern University

FOUR GUERRILLA TACTICS



The Burgerette



PROCESS

“WILL YOU ACCEPT THIS BURGER?”

Tasty Burger themed Bachelorette event in which the Burgerette will find love (must spend \$15 to be eligible for participation)



LOCATION

Held in Boston Common and Colleges (BU, Harvard, MIT)
During September



PURPOSE

Help someone find love in a fun way while promoting Tasty Burger



COSTS

Burger \$5, Chairs \$10, Extension Cord \$20, Sound System \$375



LEGAL CONSTRAINTS

Requires Public Event Application and Permit from the Parks Department



Tasty Burger Game Day



PROCESS

Customized fries-shaped darts and burger-shaped balloons; life-sized Cup and Pong with Tasty Burger logo; Minute-to-Win-It style games



LOCATION

Colleges in Boston Area
During October, November, March, April
Ticket Price: \$5



PURPOSE

Creating a de-stressing, fun day for students while promoting Tasty Burger



COSTS

Inflatable burger: \$25; balloons: \$25 per 100; darts: \$10 per 40; Ping Pong bucket and balls : \$50



LEGAL CONSTRAINTS

None



Rescue the Secret Recipe



PURPOSE

Helps Tasty Burger gain more recognition, while concentrating its limited resources to the best possible opportunities and increase sales



LOCATION

Colleges in Boston Area
During weekends (Friday, Saturday, Sunday)
Ticket Price: \$15 per person



COSTS

Props (box with a 4-number lock: \$20 per box, menu, receipt, milkshake), sharpie: \$6 per pack



GAME

Give customers a written storyline, a box with number lock, and clues/props to solve the combination code. Once the clues are solved and the box is unlocked, everyone wins a free combo ticket



LEGAL

CONSTRAINTS

None

$$P(x,y) + Q(x,y)y' = 0$$



$$N(v)v' 1-D(v) = x$$

$$\mu = eh(x)$$

$$eh(y)Q(x) = \text{const}$$

$$y = mx + c$$

$$x^{18} \sin 6x = C$$

Nap in a Burger



PURPOSE

Giving students a comfortable bed/ bean bag to nap in so they can feel refreshed and study better for their exams



LOCATION

Colleges in Boston Area
During finals
Ticket Price: \$2 per person



COSTS

Bean bags: \$30 each, Blankets: \$15 each, Eye masks: \$9 each,
Ear plugs: \$8



SETUP

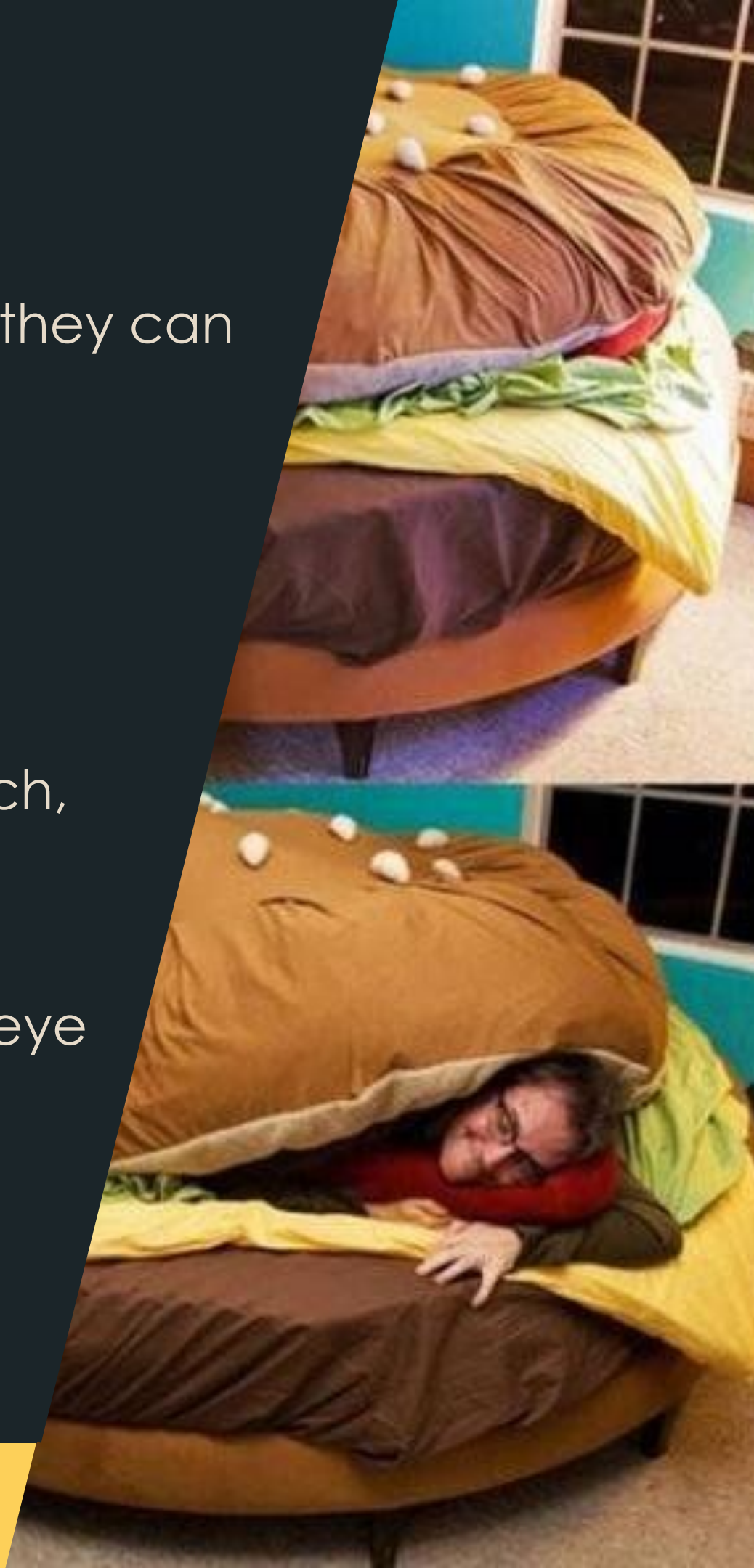
Resting Area: quiet room, burger bed/ bean bag, blankets, eye masks and earplugs



LEGAL

CONSTRAINTS

None



KEY TAKEAWAYS



BRAND AWARENESS

Bring awareness of Tasty Burger to college campuses and the Fenway neighborhood



COLLEGE STUDENT ATTRACTION

Establish a loyal customer base among college students



INCREASE CHECK AVERAGE

Grow the amount each customer spends at Tasty Burger



QUESTIONS?

A close-up photograph of a hand with pink nail polish holding a green leafy vegetable, possibly a basil leaf, over a pizza. The pizza is topped with melted cheese and red pepperoni slices. The background is slightly blurred, showing more of the pizza and the hand.

THANK YOU

THANK YOU

THANK YOU

THANK YOU