



A Brand “Turnaround” Story
through Operations and Marketing



Meet Jess Vahsholtz

**GROUP ACCOUNT DIRECTOR,
STRATEGY, PPK**

PPK



Unite & Take Over

PPIK

17

YEARS (EST. 2004)

86

FULL-TIME EMPLOYEES

full-service

STRATEGY | CREATIVE | TRADITIONAL & DIGITAL MEDIA
DIGITAL DEVELOPMENT | PRODUCTION | SOCIAL

2

OFFICES (TAMPA & TALLAHASSEE)

12

RETAINER CLIENTS

5

PROJECT CLIENTS





Meet Frank Rappa

CHIEF MARKETING OFFICER, PDQ

**Meet
Frank
Rappa**

G A P

A | X
ARMANI EXCHANGE

EQUINOX







**EVERYTHING
MADE-TO-ORDER
IN AN OPEN KITCHEN**

TENDERS

SANDWICHES

SALADS

JUST MADE, BETTER



62 stores across 5 states
with heavy FL focus



47 Florida
8 North Carolina
3 New Jersey
2 South Carolina
2 New York



Store Growth Pipeline

Domestic:

- 3 stores in FL
- 1 store in NY
- 1 store in NJ

International:

- Kazakhstan
- Russia

The Situation



PDQ in 2019, unit level
profitability was at an
all time low



Business was on a sharp
downward trajectory





Discounting was at an
all time high close to 11%,

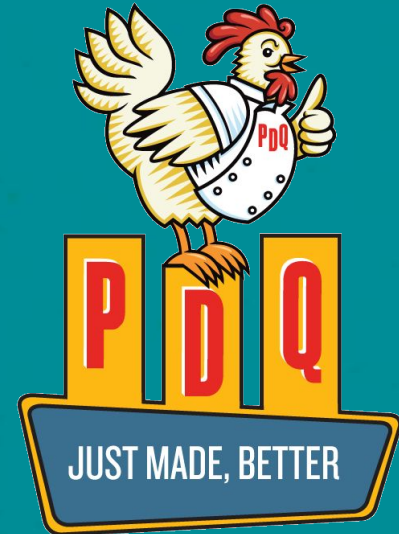
Our focus was to rebuild
on unit level EBITA



Compartmentalized Operations
and Marketing were driving
planning and negative comps

As a brand, we had an
IDENTITY CRISIS

Branding was inconsistent



Branding was inconsistent



Branding was inconsistent



Menu Over-Engineering



THE NEED:

Restructure business for
a sound financial outlook

Brand-Building:
“Just Made, Better”

Defining PDQ's Brand Identity with a Commitment to Consumer Insight

Distinctive positioning allows the operation to **rally behind brand-building**





Consumer insights

uncovered our
strategic priorities
and fundamental
brand pillars



Wide gap in
top-of-mind
awareness and
association with

**“PDQ = People
Dedicated to Quality.”**



Universal target
audience mindset:

**All about satisfying
our guests cravings**



Core Menu
was the biggest
opportunity.



Core Menu

was the biggest opportunity.

‘Just Made, Better’

meant PDQ was real, quality food made fresh and fast.

Tenders | Sandwiches |
Salads



PDQ fans were
literally asking PDQ
for **specific flavors
and menu items**

Optimizing PDQ's operation

PEOPLE DEDICATED TO QUALITY

**Permission to commit to
a brand direction**

Streamlining the Operation (Pre-COVID)

- Franchises → Corporate Structure
- Closed under-performing stores
- Consolidated team to maximize operations



Simplify our menu around our guest

- Core Menu focus
- Creative LTOs



Simplify our menu around our guest

- Core Menu focus
- Creative LTOs



Adjust the culture around brand values of PDQ – a brand with “People” in it

- People Dedicated to Quality
- People Dedicated to Community
- Our lowest turnover rate in 6 years, has been through the pandemic.



Marketing and Re-Launching the brand

**BRAND
PURPOSE**

**WE ARE
OBSESSED
WITH DELIGHTING
OUR GUESTS'
CRAVINGS.**





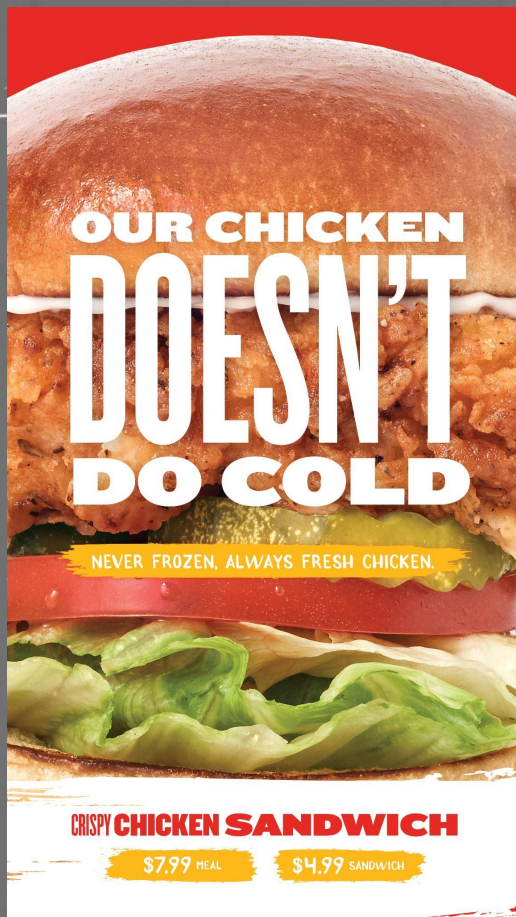
Re-Launching the brand in lock-step with the operation

Integrated media
+
Store performance
+
Market-level awareness
drove the Advertising
and Media Planning



Re-Launching the brand in lock-step with the operation

Digital Media introduced to grow top of mind awareness and trial from QSR Enthusiasts & Look-alikes



Re-Launching the brand in lock-step with the operation

Tiered Approach

A market-by-market
based approach

TENDERS

+ ADD A CHEF INSPIRED SAUCE



CRISPY CHICKEN SANDWICH



PDQ SALAD

GET IT GRILLED OR CRISPY





**THINGS ARE
HEATING
UP**



**HEAT LEVELS SET TO
MAXIMUM DELICIOUS**



NEW

SPICY

CHICKEN SANDWICH AND SPICY NUGGETS

\$5.49
SANDWICH

\$8.49
MEAL

\$7.99
8 NUGGETS

\$10.99
MEAL



WITH NEW! PDQ SAUCE.

SPICY MEETS MELTY WITH PEPPER JACK



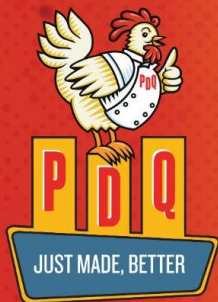
\$5.49
SANDWICH

\$8.49
MEAL

ADD PEPPER JACK CHEESE .75¢

NEW

SPICY CHICKEN SANDWICH



**OURS IS
BETTER
THAN THEIRS**



P D Q

JUST MADE, BETTER



**BETTER
SPICY
CHICKEN**





TURKEY IS BACK.
AND IT BROUGHT SIDES.

FEATURING

BUTTERBALL

FALL MENU LIMITED
TIME

FEEL FALL FILLED

**Turkey
Sandwich**



**Pumpkin Spice
Shake**

**Sweet Potato
Fries**
w/spiced marshmallow
dipping sauce



AN ENTIRE THANKSGIVING DINNER.

JUST MADE BETTER.

**Turkey
Sandwich**



**Pumpkin
Spice Shake**

**Sweet Potato
Fries**
w/spiced marshmallow
dipping sauce



FULL OF
THANKS.
AND OF TURKEY.



TURKEY SANDWICH

OUR SPICED
MARSHMALLOW
DIPPING SAUCE
EVEN COMES WITH FRIES.

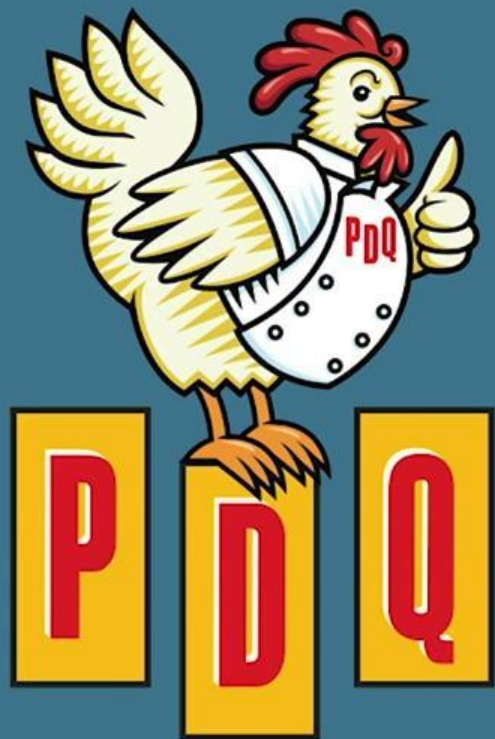


SWEET POTATO FRIES

WARM
FALL FLAVORS.
BUT ALSO COLD, BECAUSE ICE CREAM.



PUMPKIN SPICE SHAKE



Advertising performance is supporting business trajectory

- **36% lift in brand awareness**
- Click Thru Rates: **5x the QSR industry average**
- Rich Media Engagement Rate:
up to **40% above category averages**
- Awareness is working, and **driving Conversion**
- Around **half of visits** are driven **within a week of ad exposure**, in higher awareness markets.
- Across our market tiers, we've averaged **58% lift in visitation** among consumers exposed to the digital campaign.

The Results / Business Performance



**We committed to
our core, fueling
our turnaround**



Acting like a premium brand

Discounts
are down
from **11%**
to **4%**

NEW

SPICY

CHICKEN SANDWICH AND SPICY NUGGETS

\$5.49 SANDWICH	\$8.49 MEAL	\$7.99 8 NUGGETS	\$10.99 MEAL
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**WE SET OUR
FLAVORS ON FIRE!**

WITH NEW! PDQ SAUCE.

Committed to the Core

Menu ideation has
purpose.

We know how a menu
item impacts **costs,**
labor, and brand
strategy -- we're now
truly integrated.



Committed to the Core

Tenders category,
has **grown over 5%**
since implementing
these changes

**..and our
business has
never been
stronger.**



**..and our
business has
never been
stronger.**

4X more profitable
than **early 2019**



**..and our
business has
never been
stronger.**

**Reduced labor
costs by >7%**



**..and our
business has
never been
stronger.**

continued to
invest in People



**..and our
business has
never been
stronger.**

**All while food
costs are + 5pt**



**..and our
business has
never been
stronger.**

Poised for expansion.
pursuing growth
capital, and franchise
agreements



UNITE & TAKE OVER

How to Build a Brand

Through a purposeful
and committed
brand voice

+

Operational
Excellence

How to Drive Guest Count

Reaching people with a
brand that meets
consumer needs

Relevancy
Engagement
Appeal

THANK YOU

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