How to Attract & Retain Guests in the Information Age
Carrie Rathod

Digital Director

Procter & Gamble
Introduction to P&G Professional

P&G Marketing Framework

Panel Discussion with John Dillon & Roy Getz

Ideas you can activate today!
SUPERIOR & COMPREHENSIVE cleaning program

PRODUCTS

DISHMACHINES

SERVICE
Business Use
Connecting with the Consumer
REINVENT BRAND BUILDING

REINVENT MEDIA – MASS REACH WITH ONE-TO-ONE PRECISION

REINVENT ADVERTISING – LESS DOING MORE

REINVENT AGENCY RELATIONSHIPS – HANDS ON KEYBOARD
Brands matter
Business Use

1. Dawn Manual Pot and Pan Detergent
2. Cascade All-Temp Detergent
3. Spic and Span Disinfecting All-Purpose Spray and Glass Cleaner
For Millennials & Gen Z, Brands with a Purpose Matter More

$243B in buying power combined
Connected, Health Conscious and Experiential Eating

41% willing to pay more for premium products

87% would splurge on a good meal even when money is tight

11 hours of the day in front of some kind of screen.
The 30 Most-Instagrammed Foods in Chicago
Great spot! Back in my old Hood! I sat at the bar waiting for my family to arrive. I was quickly greeted with a smile and my order was taken (tipped her $5). I ordered the Piña Colada, typical price of $13. It was a bit light on the alcohol but I had two and then I began to FEFEEEEEEELLL! Haha!

I was here with a party of 6. We ordered two appetizers. It was enough to get us ready for the night. The ambiance is great. The music was ok. But overall... We liked the place. We shall return!

I came here on Mother's Day and surprisingly it was not packed at all. This place is defiantly for an Instagrammer, not so much a foodie... meaning the decor is so cute and the drinks were good, but the food was nothing special.

We ordered the coconut shrimp (free with a Yelp check-in) chips with guacamole and pineapple, pork platter and spicy tuna poke. I enjoyed the appetizers but the pork platter and poke lacked flavor - pretty disappointing.

I would come recommend Mahalo for a girls night out, just for cocktails and pictures, but do not expect a delicious meal.

I attended a Captain Morgan event here and I expected it to be a typical free event. Cheap food and watered down drinks. I was pleasantly surprised. The appetizers were really delish. We especially loved the shrimp app and the dumplings. The staff was friendly and the whole atmosphere makes you feel you were somewhere special.

The drinks we had were all made with the Captain Morgan logo nut liqueur.

The event was promoting but the bartenders took a lot of pride in crafting each one. Can’t wait to go back!
**“More is More”**

At 8 reviews, SEO benefits emerge with significant gains in natural search traffic.

**Sweet Spot:** Achieve 40 reviews per SKU.

Insights: trends in feedback reveal product suggestions and customer sentiment.

- 1 review equals 20% lift in orders.
- 50 reviews equal 30% lift in orders.
- 100 reviews equal 41% lift in orders.
- 150 reviews equal 44% lift in orders.
- 200 reviews equal 44% lift in orders.

More Reviews Lead to More Purchases.

Client data reported across the Bazaarvoice Network.
Clean Operation          Satisfied Guests          Higher Revenue
The Fastest Learner Wins

A

CONTROL

B

VARIATION

23% 37%
Key Takeaways

1. Bring your **Brand Purpose** to life in a way that’s relevant to Millennials & Gen Z.

2. Create a **Consumer Experience**. Evaluate through the eyes (selfie) of a millennial, and activate an “always on” Social Plan with live Responses.

3. Develop or refresh your **Data Strategy** to future proof your business.
Discussion

Roy Getz
President
Profit Guides

John Dillon
Chief Brand Officer
Denny’s Corporation
“WE LOVE TO FEED PEOPLE”
- DENNY’S FOUNDER, HAROLD BUTLER
FEEDING BODIES. MINDS. SOULS.
MOBILE RELIEF DINER

Denny's
Denny's Mobile Relief Diner
Business Use
Pride in Our Brand
Mobile Relief Diner In Action

- Houston, TX – Hurricane Harvey, September 2017
- South Florida – Hurricane Irma, September 2017
- Puerto Rico – Hurricane Maria, October 2017
- Redding, CA – Carr Wildfires, August 2018
- Wilmington, NC – Hurricane Florence, September 2018
- Panama City, FL – Hurricane Michael, October 2018
- Chico, CA – Butte County/Paradise City Wildfires, November 2018

Over 25,000 People Fed

50,000 Pancakes
100,000 Bacon Strips
18,750 Cups of Coffee
56,250 Syrup Packets
OUR VOICE IS

OFF-CENTER
LIGHT-HEARTED
WINK & A SMILE
CLEVER
CONFIDENT
REFLECTIVE OF OUR AUDIENCE
FRIENDLY
PROUD OF OUR HERITAGE
INNOCENT… TO A DEGREE

OUR VOICE ISN’T

WEIRD
MEAN-SPIRITED
SNARKY
DEMEANING
COCKY
EXCLUSIONARY
SAPPY
NOSTALGIC
NAIVE
EMBRACE DOING GOOD
SOCIAL STRATEGY: TO BRING THE MAGIC OF THE DINER BOOTH TO THE DIGITAL WORLD.
SHOWCASE OUR FOOD AND PROMOTIONS

SERVE UP MOMENTS OF AMERICA’S DINER

COLLABORATE AND PLAY WITH OUR FANS

ALLOW OUR FANS TO HAVE FUN WITH EACH OTHER

IN-BOOTH CHATTER AS TIMELY COMMENTARY
Denny's Was The Original Social Network Before There Was A 'Social Network'

BuzzFeed
24 Times Denny's Completely Owned Twitter In 2015
It's the only account you need to follow, tbh.

Mashable
Pancake Wars: What IHOP Can Learn from Denny's Social Media Success

Marketing Land
The winner of Apple's big event? Denny's

DigiDay
17 Tweets That Prove @DennysDiner Has The Best Twitter-Game On The Internet

ADWEEK
Denny's Offers to Partner With Burger King, Since McDonald's Is Being a McChicken
The continuing quest for a hybrid hamburger
By David Griner

AdvertisingAge
Marketer MVPs of Social Media: Denny's Rides Unicycling Frog Meme to Top Twitter and Tumblr
Dear Denny’s, congrats on the ‘zoom in’ tweet. Love, Twitter

March 15, 2017 by Diana Bradley. Be the first to comment.

Denny’s social media team get a congratulatory note from Twitter for its ‘zoom in’ tweet.

Social media marketer of the year
HOW DO WE KNOW IT DRIVES SALES?

BECAUSE THEY TELL US.
THANK YOU!

Visit P&G Professional at the NRA Show:
Hospitality Suite South Level 5, Room S-503A

James Kennedy
Katie Armentrout

Or check us out online:
www.pgpro.com/nra
www.Dennys.com

Roy Getz – Profit Guides LLC