



## **HOMEWOOD RE-OPENING PUBLIC RELATIONS PLAN**

### **SUMMARY**

Grow awareness of Jack's in Homewood re-grand opening on Monday, September 9<sup>th</sup>. Promote Jack's is Back, the new store build and focus on the history of Jack's in Homewood.

### **KEY MESSAGES**

- Nearly 60 years in the making
- It all started in 1960 when we fired up the grill for the first time at Jack's in the city of Homewood, Alabama.
- Since the early days, many things have changed, but one thing has remained the same: our home, where it all began, Homewood.
- We continue to build on the strong foundation that began in 1960, with innovations of our food, investment in our people, and expansion and redesign of our locations, with the most exciting one to date, our first store in Homewood.

### **SECONDARY MESSAGING**

- Re-Establishing our roots
- The wait is over for the Jack's lovers of Homewood – Jack's is Back, and better than ever!
- The new restaurant design highlights our Southern Roots
- This store showcases the future of Jack's in a community that is a big part of our history and overall success.
- Our dedication to the Homewood community still holds strong.
- New store will have a window spotlighting the store's biscuit maker, old-fashioned ice cream counter, large circle tables for gatherings, and outdoor porch with more seating and rocking chairs.

### **STRATEGY**

- Host VIP breakfast to gain media & social coverage and buzz
- Food drops to media/VIP/Social Influencers the week before the grand opening to invite them to the VIP breakfast.
  - Use well-known locals to create buzz with sneak peek of new store
  - Gain awareness of opening through media coverage
  - Utilize social influencers
- Start chatter on social media through organic tweets, Instagram posts and stories, Facebook page posts, Facebook event posts
- LSM drops the week of the opening to organizations and others in community to invite them to see new store
- Bham Now to write article and produce video
- Use hashtag: #JacksisBackHomewood
- Social media contest targeted to Homewood residents who can come up with the most creative Jack's jingle video