

ZAKS Fine American Restaurants

A snapshot: We've all heard about unusual wedding cakes or even a wedding cake made of cheese, but a wedding burger, weighing 42lbs and big enough to feed 60 guests really was a jaw dropper that whetted the appetites of the nation's media.

Introduction

ZAKS Restaurants is a chain of three American themed diners that have been serving the people of Norfolk with classic American food in a traditional American diner setting for the last 30 years.

A burger lover's heaven, the restaurants are famed for a menu that boasts 16 different and delicious burgers alongside a host of other typically American dishes.

For devoted ZAKS fans and newlyweds Tom and Kerry Watts, deciding where to hold their wedding reception was a no brainer as they booked their party of 60 guests into the ZAKS at The Swan in Poringland for the 19th September 2008.

JPR seized the opportunity to thank the burger loving ZAKS fans while also generating a media frenzy by creating the world's first ever wedding burger - weighing in at 42lbs, 18inches wide and housed in a bun so big that chefs required a saw to half it! This completely unique alternative to the traditional wedding cake captured the imagination of the Nation's print and broadcast media alongside stimulating a global debate through numerous online forums and websites.

This campaign is perfect proof that creativity can overcome budgets and that a public relations campaign with a total budget of less than £350 can still reach over 10.3 million members of the public.

Objectives

- Promote the ZAKS brand and its USP of being burger specialists through the local media
- Promote ZAKS' new wedding reception service
- Secure maximum publicity surrounding the first ever wedding burger

Strategy

JPR worked closely with newlyweds Tom and Kerry to ensure that their special day would not be effected in anyway by the publicity surrounding the wedding burger. A suitable time was arranged for interview and photo opportunities along with the management of the BBC news crew that followed the event throughout the day.

JPR were tasked with sourcing a baker capable of creating an 18inch burger bun along with a local butcher capable of making a beef burger weighing the equivalent of 100 quarter pounders. Along with sourcing a suitably Tom and Kerry looking figurine to adorn the top of the burger, JPR worked closely with ZAKS chefs to create a giant burger that would look aesthetically pleasing for the photographic and television cameras.

Implementation:

Media liaison

A pre-event press release was distributed to the media on 17th September 2008.

Local radio, press, news agencies and BBC Look East were briefed in advance to support the stunt and provide coverage on the day.

Photo call

Press and news agency photographers were managed by JPR on the day to ensure that there was no disruption caused to the newlyweds. JPR also successfully managed the BBC Look East film crew that followed the couple throughout their wedding day and captured their look of amazement during the 'big reveal' of the wedding burger.

Creativity

The first ever wedding reception to be held at a ZAKS restaurant presented a fantastic opportunity to flaunt the light hearted and quirky side of the restaurants along with thanking Tom and Kerry who have been fans of the restaurants for many years.

Conceiving the idea was a simple one for JPR. What do you get when you combine a famous burger restaurant with a wedding reception? A wedding burger instead of a wedding cake of course!

Evaluation / Final Results

The campaign totalled a combined circulation, listenership and viewership figure of 20,837,053.

The story was referred to through numerous social media platforms (not including social network related coverage), reaching an audience of over 10,140,007.

A total advertising equivalent of over £19,000 was achieved.

Publication/Broadcast Media	Circulation
Daily Star Weekend	378, 954
Sunday Mirror	1,336,918
Mirror.co.uk	4,800,000 Unique Users
Eastern Daily Press	64,700
Norwich Evening News	22,914
Norwich Evening News 24	Not Available
Hitched.co.uk	350,000 Unique Users
Seriousseats.com	Not Available
Bridalwave.tv	160,000 Unique Users
NationalWeddingShow.co.uk	Not Available
Wedding-Ideas-Magazine.com	Not Available
Scotsman.com	2,822,521
BBC Radio Norfolk	204,000
BBC Look East	500,000
BBC Radio 1 'Odd Box'	10,576,000
Total Circulation (Not Including Online PR)	20,837,053

Highlights of the campaign included an appearance on Radio One's 'odd box' which broadcasts clips of the oddest news from around the world, feature in the Sunday Mirror, in-depth and amusing coverage on BBC Look East plus a picture and tagline on the front page of the Eastern Daily Press. The results versus PR Objectives outlined above were met.

To See the television footage of the event on the BBC News website, follow the below link. This gives a true flavour about the story and the excitement over the story!

<http://news.bbc.co.uk/1/hi/england/7626376.stm> (Broadcast copy on CD enclosed)

Low Budget Campaign / Cost Effectiveness - 0 - £10K

ZAKS allocated a budget of £350 for the complete launch, management and evaluation of the campaign. This was also to include the sourcing of the necessary ingredients for the burger. Due to this small budget it was not possible for JPR to allow expenditure for a media monitoring service and consequently the results of this campaign are based only on the coverage that JPR was able to ascertain themselves. JPR strongly believe that should they have had the benefit of a media monitoring service the published figures of audience reached and number of media outcomes would be considerably higher due to the reach of this popular news story.

"Kerry and Tom are an amazing couple and it was a great pleasure to make their day even more special. This PR campaign has been a talking point with our customers ever since. It certainly generated a lot of interest in ZAKS at what we do best, burgers."

General Manager, Danielle Durrant

"It is hard to quantify the effect but 3.5 million hits on Google it has definitely raised brand awareness locally, nationally and internationally."

The local impact definitely got people talking about ZAKS and all our customers across all 3 restaurants were talking about it for weeks and also with the television coverage on the day it definitely reminded Norwich we were still here after over 30 years."

I think that this was the most important aspect of this campaign which was to remind the locality that we were still here and we were still doing what ZAKS do best, making people happy!"

The follow up coverage gave us a tool to carry on the momentum and keep ZAKS in the forefront of peoples minds when they were deciding where to go for a burger!"

People still talk about it now, it has definitely put ZAKS back on the map!"

Chris Carr, Divisional Restaurants & Bars Manager