



Promotion Alert

Summer Savings Aug. 8th – Sept. 28th

TO: FRANCHISEES, OPERATORS & ALL STAFF

PROMOTION ALERT

Starting Wednesday, August 8th we will begin our newest promotion, Summer Savings! Our goal is to ensure continued business with our current guests and bring in new guests during the end of summer months. A new goal this year was also to make this promotion as easy as possible on our staff. The promotion will end Friday, September 28th.

Below you will find all the information you should need about the promotion, as well as training info for coaching staff. Make sure your teams are aware of the details below and prepared to deliver an excellent guest experience.

This year's promotion is a \$3 off savings card. This card requires NO minimum purchase and is reusable throughout the entire 6 week promotion.

TRAINING & PREPARATION

- Meet with serving staff PRIOR to the promotion's August 8th start date.
- Meeting should include specific information regarding:
 - Distribution – How does a guest get the card?
 - ValPak – Customers can receive a physical card in their Valpak the 2nd week of Aug.
 - MarieClub – Every current member and every new member will get a digital card.
 - App – Every app user will have access to a digital card.
 - Facebook – Customers may present a digital card from a Facebook ad campaign.
 - Valpak, Email, App & Facebook Coupon Procedure
 - If guest has received an email, Valpak coupon, downloads/shows the App they will receive the \$3 off!
 - Explain how servers should communicate offer to every table and that being liberal is good thing when talking about the out “cards”. That guest is more likely to return!
 - If guest has NOT received one of the marketing materials, you MUST ask the guest to download the app or sign up for the MarieClub.
 - Redemption
 - This card can be redeemed by anyone at the table with a physical or digital card. If a table of 4 all show individual Summer Savings cards please give each meal a \$3 discount.
 - If a table of 4 presents only 1 card, please give only 1 meal the \$3 discount.

- Guest leaves with their card to re-use on their next visit. Staff should repeat this to the guest.
- Fine Print from Cards – Dine In Only. Non Transferable. One coupon per person, per visit. No Cash Value. Not Valid with any other coupon or promotions. Offer valid through September 28, 2018

MANAGING A SUCCESSFUL PROMOTION

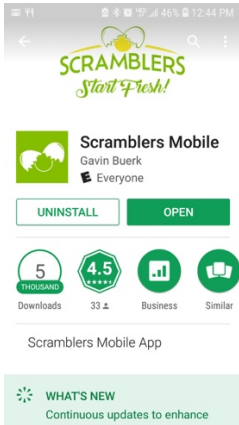
1. Manager is responsible for a successful promotion. Staff should be engaged and promoting the Summer Savings program to every table.
2. Can you talk to guest about downloading cards and immediately redeem a discount on the card? ONLY IF THEY SHOW THE APP OR EMAIL COUPON.
3. Take more time at tablesides. Servers will need more time at each table to service our guests during this promotion.
4. Theft potential exists in all promotions, here are things to consider:
 - a. Managers must be consulted and approve each discount on playing cards.

MATERIALS & DIGITAL SCHEDULE

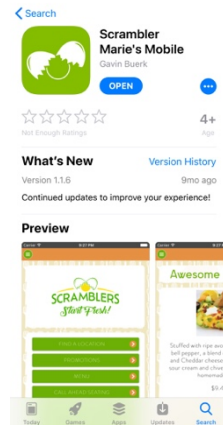
- Promotion Begins: Wednesday, August 8th
- Valpak – published August 8th – promotion will be to show the server the app to receive the \$3 off discount.
- Digital TV Display – published August 8th to September 28th
- Website – published August 8th to September 28th
- MarieClub – published August 8th to September 28th – promotion will be to show the server the app to receive the \$3 off discount.
- Social Media – Facebook, Instagram & Twitter – published August 8th to September 28th
- Smartphone App – published August 8th to September 28th – promotion will be to show the server the app to receive the \$3 off discount.
- Promotion Ends: Friday, September 28th

How to Access on App...

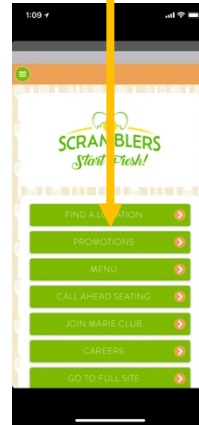
Android App Store



Apple App Store



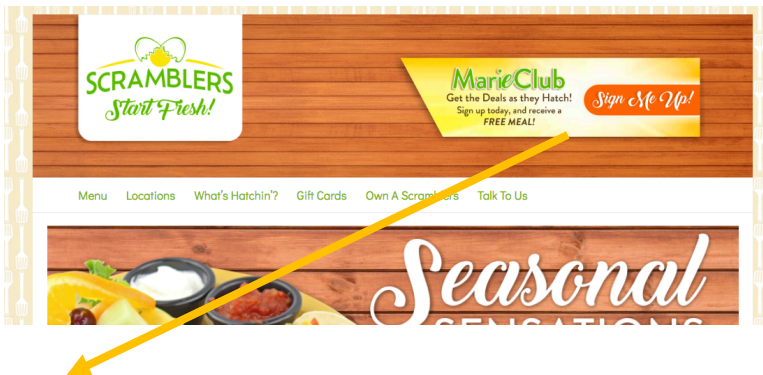
Click Promotions



Access \$3 Off



How to Access on MarieClub...



Click on Marie Club – Sign Me Up!

A screenshot of the MarieClub sign-up form on the Scramblers website. The form is titled 'SIGN UP FOR MARIECLUB' and includes a 'Subscribe' button. The form fields are: First Name*, Last Name*, Email Address*, Birthday* (with a date picker), and Location most frequented*. A note at the bottom says '* indicates required'. To the left of the form, there is a 'MARIECLUB FAQS' section with three questions: 'WHAT DO I RECEIVE AFTER I SIGN UP?', 'HOW DO I RECEIVE A FREE MEAL ON MY BIRTHDAY?', and 'WHY SHOULD I JOIN THE MARIECLUB?'.

Complete form and click subscribe to receive a digital card immediately.