

INDUSTRIES IN FLUX **STATE OF QSR_s**

OUR EXPERTS



April Weeks
EVP, Media Services & Operations



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VP, Paid Social

WHAT WE'LL COVER TODAY

- + QSR Industry Trends
- + Media Consumption
- + Advertising and the Role of Social
- + Open Q+A



WHAT'S TOP OF MIND FOR CONSUMERS

42% Food Safety

23% Community

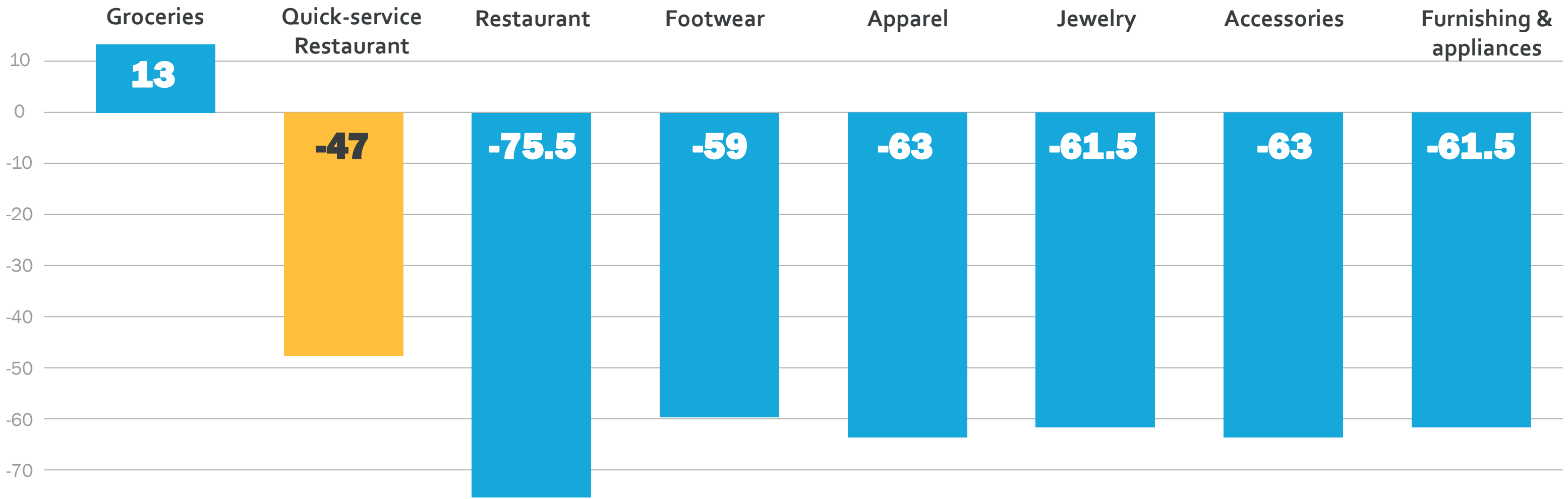
18% Employee-Based Initiatives

Source: Mintel

CONSUMER SPENDING ON QSR

More Favorable Than Other Categories

Net intent impact of coronavirus (COVID-19) on consumer spending in US, by retail category



Source: Statista (Published April 7, 2020)

THE NEW NORMAL

Consumers are becoming more comfortable with non-home prepared meals

45%

Stated very likely to order more food from the drive-thru

60%

Ordered off-premise dinners from restaurants at least 1X per week consistently between 2/28-4/12



MEDIA CONSUMPTION

A dense, colorful collage of various images including nature, technology, art, and science, representing a wide range of media content. The collage is composed of numerous small, overlapping rectangular and square images, creating a complex, multi-layered visual field. The images include landscapes, abstract patterns, scientific diagrams, human figures, and various objects, all in a variety of colors and styles. The overall effect is one of overwhelming information and visual diversity.

THE CORONAVIRUS IMPACT:

MEDIA CONSUMPTION DURING THE COVID-19 PANDEMIC



78%

Increased time spent
with at least one
digital device



43%

Watching more
shows/movies on
streaming services



32%

Spending increased
time with social
media sites

A hand is shown typing on a laptop keyboard. The image is overlaid with several circular icons representing social media interactions: thumbs up (likes) and hearts (love/favorites). The background is a soft-focus view of the laptop and the hand. The text 'ADVERTISING OPPORTUNITIES' is prominently displayed in the lower-left quadrant.

ADVERTISING OPPORTUNITIES

UPTICK IN SEARCH TERMS

285%

Takeout or Pickup

100%

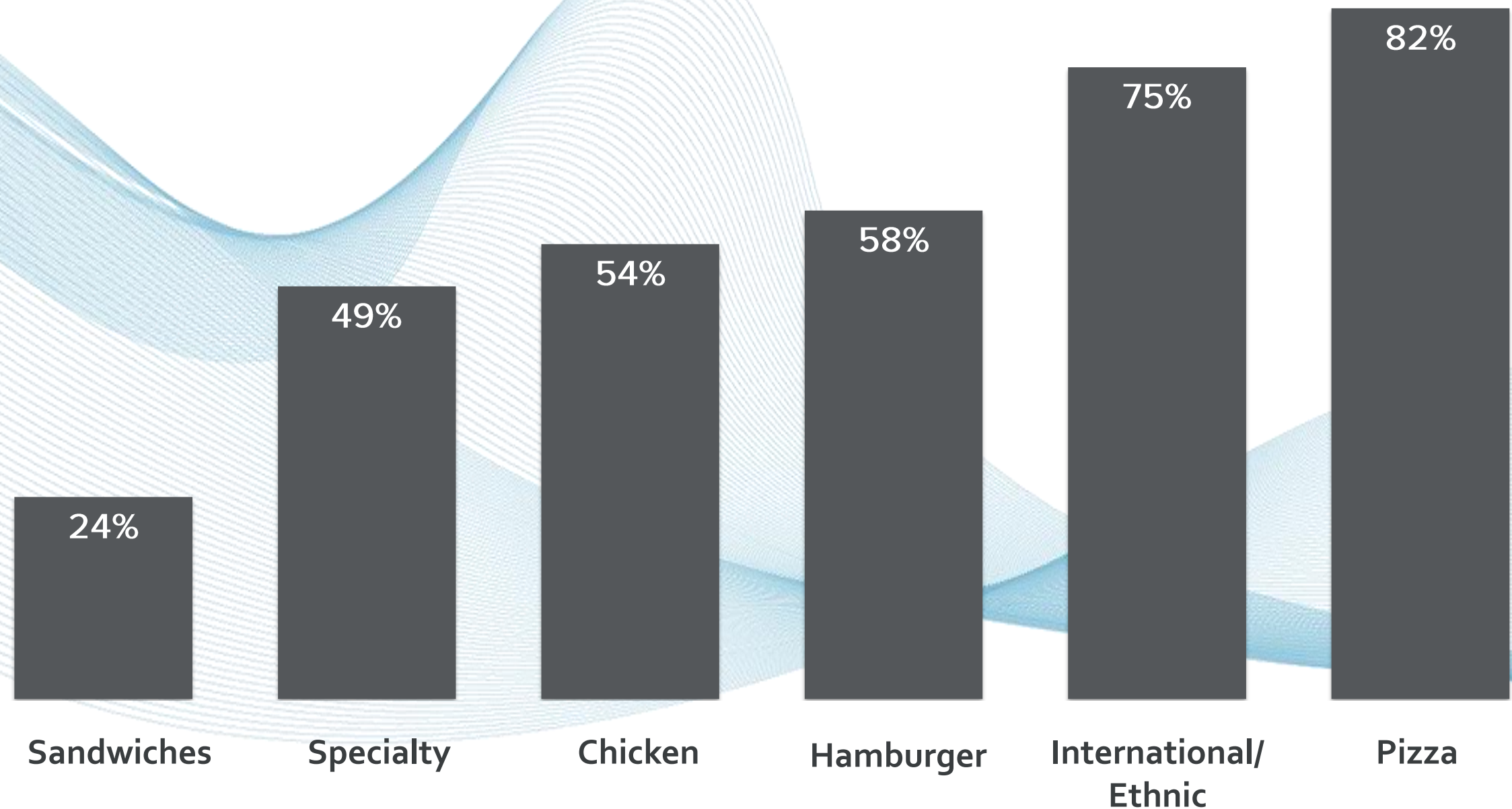
Food Delivery

75%

Drive-through

SPENDING CHANGES

% Change in Facebook spend peak
March vs. peak-February (2020)





Quick Serve Restaurants have shifted focus to **increase sales and build market share** through mass reach and efficient impressions.

Social Channels Meet the Demand



30%+

reduction in CPM



50%

reduction in CPM

SHIFTS IN QSR STRATEGY

Taking A Localized Approach to Social Distancing

 **Raising Cane's Chicken Fingers**
Sponsored

We are open and ready to quickly serve you at our drive thrus with the highest level of safety and cleanliness.




TODD GRAVES
Founder, CEO, Fry Cook & Cashier

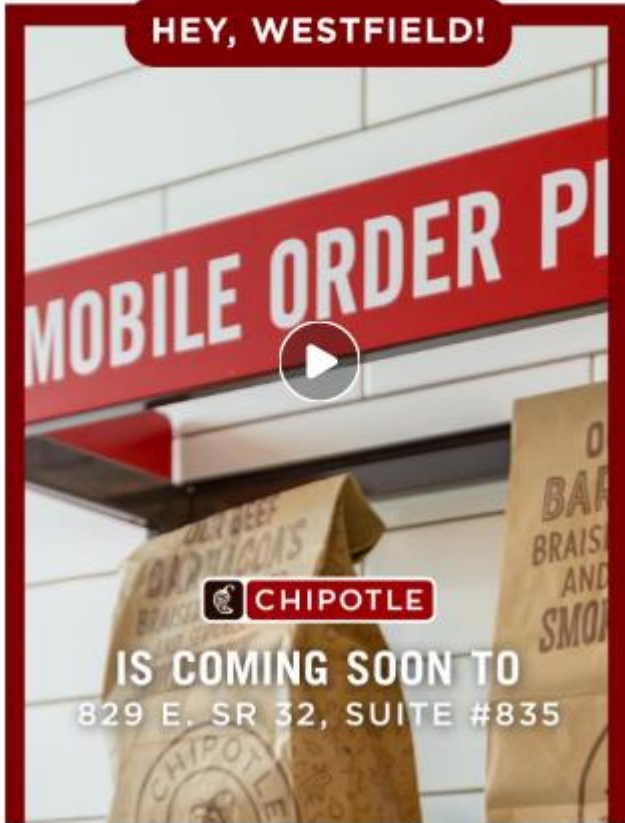
During stay-at-home mandates, you are allowed to go through our drive thrus

Open & Ready to Serve
RAISINGCANES.COM

[Learn More](#)


 **Chipotle Mexican Grill**
Sponsored

Get your order ready: Chipotle is coming to your neighborhood at 829 E. SR 32 Suite #835.



HEY, WESTFIELD!

MOBILE ORDER PICKUP

 **CHIPOTLE**

IS COMING SOON TO
829 E. SR 32, SUITE #835

Opening 4/14/2020
Making your burrito dreams come true.
CHIPOTLE.COM

[Get Directions](#)

 **Burger King**
Sponsored

have it your way—at home. delivery is now \$0 on Grubhub.



**\$0 DELIVERY FEE
ON GRUBHUB
ORDERS \$10 OR MORE**

\$0 Delivery Fee valid at participating BK® U.S. restaurants on Grubhub. Order must be at least \$10 before tax, tip, and fees. Service fee and tax will apply. Expires 4/5/20 at 11:59 PM CST. Prices may vary from restaurant. See Grubhub app for details.

\$0 Delivery
on BK orders over \$10 on Grubhub
WWW.GRUBHUB.COM

[Order Now](#)

THIRD-PARTY DELIVERY SERVICES

260%

Increase in social
ad spending in
current peak
compared to
January peak

SHIFTS IN QSR STRATEGY

Leaning Into New Menu Items and Value Meal Options

 **Wendy's**
Sponsored

Breakfast like ya mean it! Order Wendy's breakfast by 10 a.m. and we'll bring it over.



Get Wendy's Delivered
WWW.GRUBHUB.COM

[Learn More](#)

 **Pizza Hut**
Sponsored

We Are Open for Contactless Delivery and Carryout!

 **LARGE**
#3-TOPPINGS
\$9.99

**WE'RE OPEN FOR
CONTACTLESS
DELIVERY
OR
CARRYOUT**



[Pizza Night or Pizza Day!](#)
[Let us do the cooking.](#)
[PIZZAHUT.COM](#)

[See Menu](#)



ZAXBY'S

NEW!
**Zax Family
PACKS**

FEEDS 4 for ONLY \$24⁹⁹
Available at participating locations. Delivery prices and fees may vary.



 **McDonald's**
Sponsored

Here's to a little extra happiness. Get a FREE Happy Meal® with the McDonald's App.

**Free Happy Meal®
with the McDonald's App**



 **Download
Our App
For Great
Deals**

Available in Drive Thru and Take Out only, when applicable. McD App download and registration required. Offer valid through 1/3/20.
Valid for in use. Prices and participation may vary. Cannot be combined with any other offer or combo meal. ©2020 McDonald's.

SHIFTS IN QSR STRATEGY

Empathetic, Community-Focused Mindset

Domino's Pizza
Sponsored

Neighbors help neighbors. Which is why starting today, Domino's stores across the nation are banding together to donate 10 million slices to help #FeedTheNeed in your neighborhoods.

We'll be here sharing some inspiring moments from your local stores as they provide hot, delicious pizza to their neighbors in need.



Dunkin'
Sponsored

We're in this together Tucson, which is why Dunkin' has delivered 40,000 gift cards to medical workers at 157 hospitals across the country, and counting. Send a hero you know a little thanks with a Dunkin' eGift Card by visiting DunkinCoffeeBreak.com. For every gift card purchased, Dunkin' will donate \$1, up to \$100,000, to the Dunkin' Joy in Childhood Foundation emergency funds, that go straight to non-profits helping families affected by COVID-19.

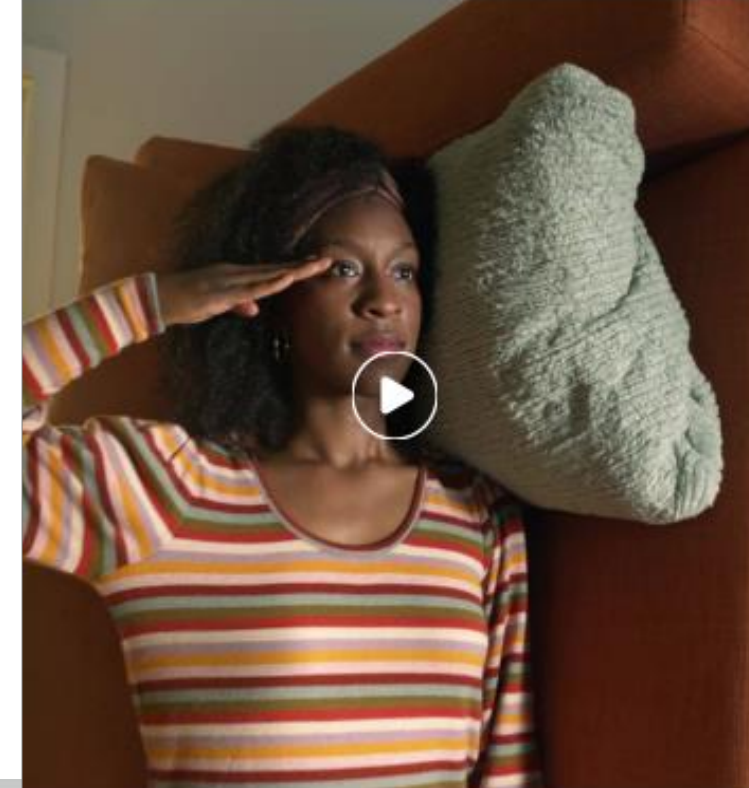
**GIVE YOUR HERO
A COFFEE BREAK**

Dunkin' will donate \$1 to the **DUNKIN' Joy in Childhood Foundation's** COVID-19 relief fund for every e-gift card purchased, at DunkinCoffeeBreak.com, up to \$100K.



Burger King
Sponsored


they go to work for us, so we #stayhome in our sweatpants for them.



let's #StayHome together
Order on the BK App or BK.com
BURGERKING.APPLINK

[Order Now](#)

Baskin-Robbins
Sponsored



USE PROMO CODE
BASKIN

WHEN YOU NEED
**BASKIN-ROBBINS
ICE CREAM,
YOU CAN COUNT
ON US**

minimum purchase required. Offer valid only in the US. Excludes all other taxes and fees. See full terms and conditions at <https://br.com/STAYHOME>

Baskin-Robbins
WWW.DOORDASH.COM

[See Menu](#)

centro
WEBINAR

Type in your
questions
for our Q&A

Thank You!

