

**Marketing & Operations  
staying connected while  
shift happens  
at**



# Staying Connected

- Mission, Vision, Values
- Brand Positioning
- Process
- Discipline
- Communication

## Mission

To create positive memories for all who touch *DQ*

## Vision

To be the world's favorite quick service restaurant



# Positioning

*DQ*

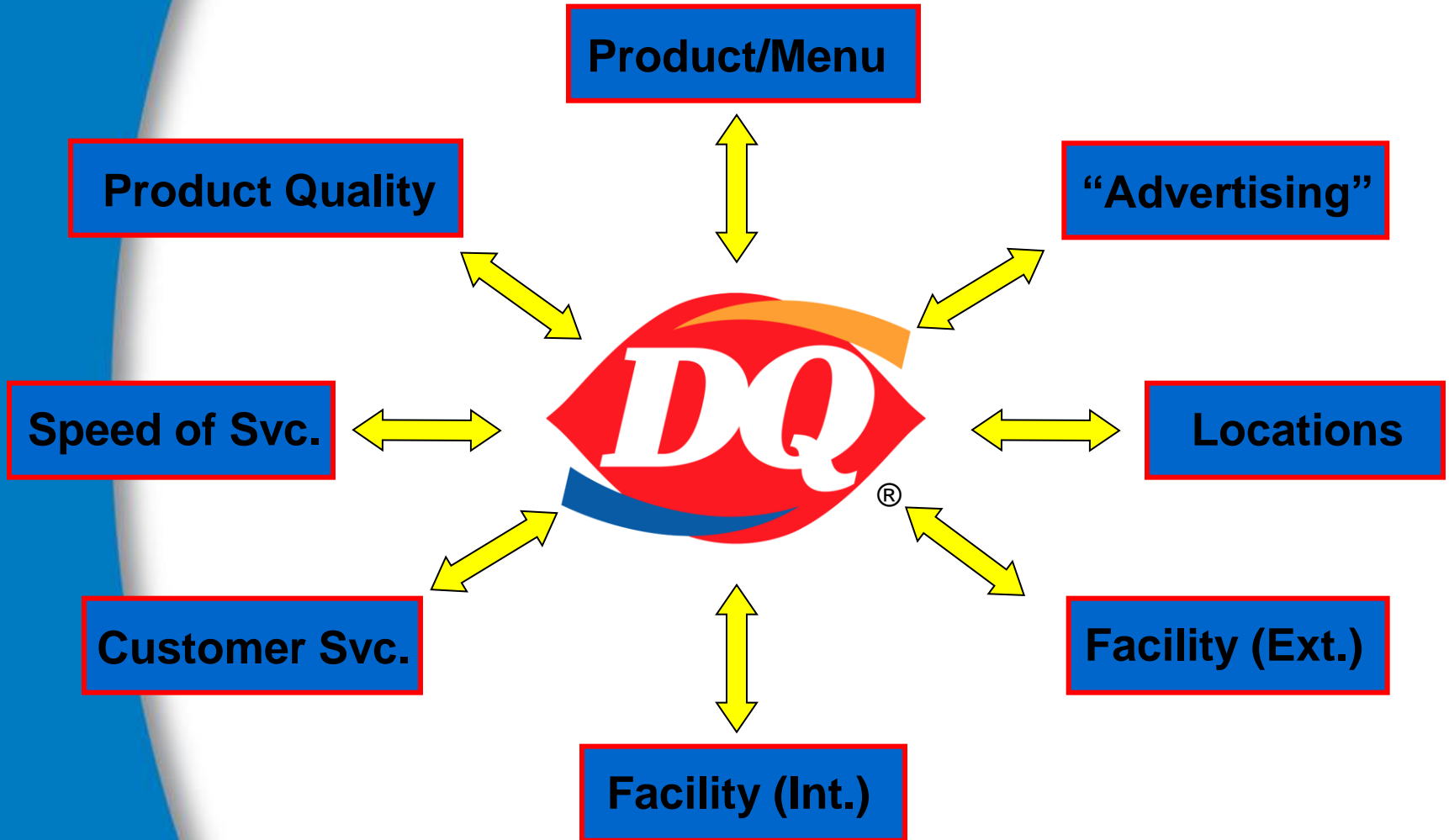
is a special place in the community to indulge in both amazing treats and delicious food while having a good time with family and friends





- Fragmented franchise system
- Old Contracts
- Schizophrenic...lots of IGs...(Interest Groups)
  - FIG, FIG, BIG, VIG

# *The DQ Brand Wheel*



# Strategic Pipeline

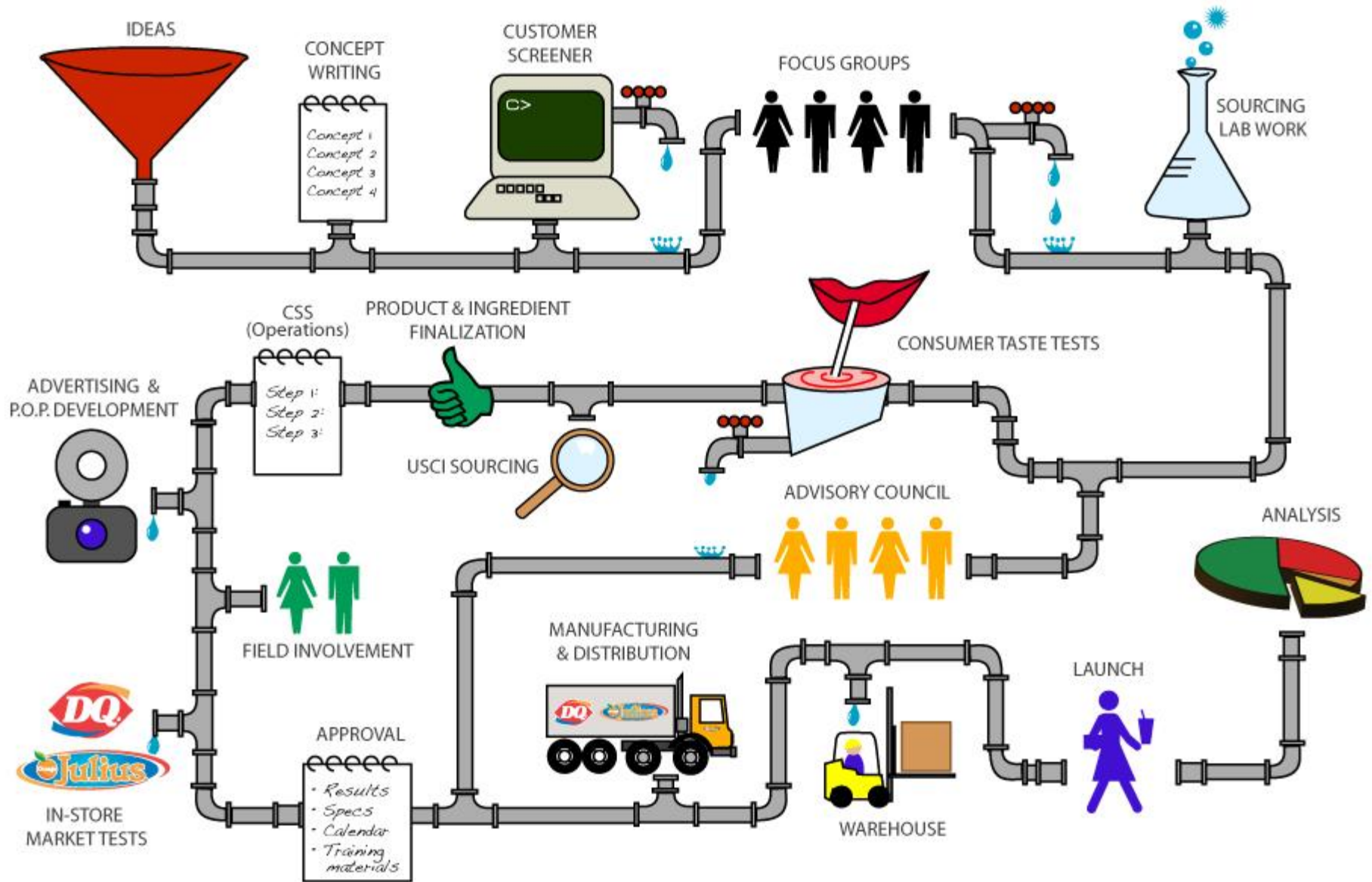
## **Mission: Grow Sales and Profits**

- Identify opportunities of greatest potential
- Recommend cross-functional initiatives
- Prioritize strategic resource allocation
- Provide air traffic control to the various strategic initiatives

# Concept Support Services

- Operation's R&D Team
- Project Managers National Rollouts
- Operations Initiatives
- Equipment Approval and Validation
- Product Preps
- EPOS
- National Accounts- Credit/Gift/Office Supplies, Pest, etc.
- Corporate Stores
- New Store- Development Operations

# Concept to Launch: The Product Pipeline Process



# Operations Annual Planning Cycle



# Methodology

- Crawl
- Walk
- Run

# Blizzard 25<sup>th</sup> Birthday

- 25 Blizzard Flavors
- 25 City BlizzMo Tour
- Mini Blizzard Launch Fast-Tracked



# 25 flavors for 25 years

- The idea
  - met with much rending of hair and gnashing of teeth
- Cross-functional team
  - Identified issues and worked through solutions
- Franchise Advisory Council
- In-store ops test to iron out any kinks
- Successful launch

# Dairy Queen

Become a Fan

Wall

Info

25th Party Tour!

Blizzmann's

Follow the Tour

Blizzards

>>



Suggest to Friends

Subscribe via SMS

<http://DairyQueen.com>  
<http://twitter.com/dairyqueen>

### Information

Founded:  
1940

### Fans

6 of 781,291 fans [See All](#)



Beth Litchfield



Jon Cerney



Leah Brinkman



Gregory C. Faw



Ciarra - Hutchings



Erinn Faith Farrell

### Favorite Pages

WELCOME to the **Blizzard treat's** 25th BIRTHDAY PARTY tour!

**A PARTY SO BIG, WE'RE TAKING IT ACROSS NORTH AMERICA.**

Meet the **BLIZZMANN'S**

Tag Your Friends with **Blizzards!**

**GO >**

Watch Their **Adventure Unfold!**

**GO >**

Follow the **Blizzard mobile** to a Town Near You!

**GO >**

**OREO**

**25 Flavors Menu**

**GO >**

Current Wall Post

[See All](#)



Dairy Queen Lose That Girl: RATE IT! Groundhog Blizzard Joy - <http://bit.ly/9KaFyx>



Lose That Girl: RATE IT! Groundhog Blizzard Joy [bit.ly](http://bit.ly)

Create an Ad

Victoria Marriott Hotel ×



4-Diamond Hotel in Victoria Harbour, minutes from downtown. Lowest rate guarantee - Book Today!

Like

Age 37: Car Insurance ×



If you're a 37 year old Male from Minnesota, you qualify for \$12 a month car insurance. Click & save with your free quote now!

Like

WIN THE ULTIMATE SKI TRIP ×



# Dairy Queen [Become a Fan](#)

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## Party Stop #2

### Event Location Name

Location, STATE

Date of Event

[Get the Details](#)

[RSVP](#)

### Latest Tweet From the Road

[See All](#)



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium emque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore v tis et quasi architecto beatae

### Create an Ad

Victoria Marriott Hotel ×



4-Diamond Hotel in Victoria Harbour, minutes from downtown. Lowest rate guarantee - Book Today!

[Like](#)

Age 37: Car Insurance ×



If you're a 37 year old Male from Minnesota, you qualify for \$12 a month car insurance. Click & save with your free quote now!

[Like](#)

WIN THE ULTIMATE SKI TRIP ×



# BlizzMo 25 City Tour

- Cross-functional team
  - weekly meetings four months prior
- Market selection, franchisee support and participation
- Create mass-production prep procedures
- Create kitchen-in-truck – to make it operational – equipment and storage

# Event Logistics

25 North American Markets -- 3 stops per market.

The 3 levels of activation:

**Full Footprint** (event lasts 2 – 3 hours) at Beach, Park, Local Festival

- All four elements are activated
- Anticipate distributing 750 – 1,000 samples

**Partial Footprint** (event lasts 1 – 2 hours) at Children's Hospitals, DQ stores, and local Sports venues

- Emcee interaction, sampling, Photo Op
- Anticipate distributing 500 - 750 samples


**Sampling Only** (event lasts 30-60 minutes or until samples are gone)

Tapping our BFC/ VIPs...the DMA store with the most votes wins the visit!

- Emcee interaction, sampling
- Anticipate distributing 100-250 samples

# Mini Blizzard Launch

- Expedited testing, vetting and launch process
- Re-tooled portioning and prep for smaller scale
  - Recipe cards and training materials
- Tooled up equipment and smallwares
- Cluster meeting training
- Biggest news since the launch of Blizzard itself

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**Q&A**