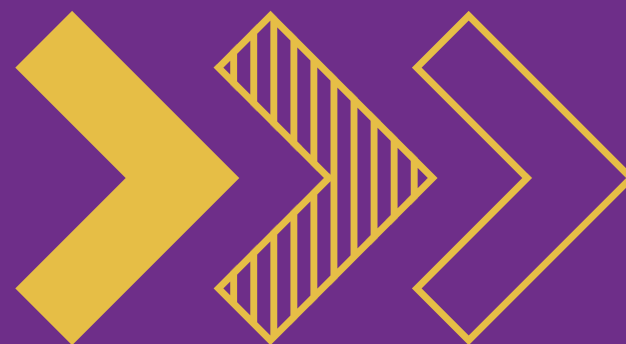


# IKE'S PRIDE CAMPAIGN



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Sidney Wu

# Ike's Love & Sandwiches

Sidney Wu

## Guiding Principle

"This ain't your momma's sandwich shop, or your dad's, or your grandma's, cousin's, dog's or cat's, spiritual advisor's, CEO's or hamster's. We offer hand-crafted, fresh-baked, so-good-that-every-description-is-hyphenated, delicious sandwiches to the masses, made how you want them, be you meat eater, vegetarian, or veganite."

## Slogan

"Voted best sandwich in the world (by my mom)"

## Inclusivity

800 sandwich options: **vegetarian, vegan, gluten-free halal meat**

## History

Founded in SF in 2007. Now in **Texas, Nevada, Arizona, Colorado, Utah, and California**

THE FOUNDER  
**Ike Shehadeh**

## The Inspiration

- Typically at Pride parades, moms hold “free hug” signs to support people whose parents didn’t accept their sexuality

## The Reason

- Pride Month in 4 months
- The founder, Ike, supports the LGBTQIA+ community



## The Connection

- Ike’s first location was in The Castro, a.k.a “The LGBTQ+ capital”
- Previously have sold rainbow Ike’s shirts for Pride Month
- Known for its hip brand jargon and attention to media trends
- Has featured numerous influencers & celebrities trying Ike’s food



## The Strategy

Create a campaign for Ike's that relates to their slogan, "Voted Best Sandwich in the world (by my mom)."

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Influencer moms/gay dads (who are allies) will hold signs at the pride parade that say, "**Voted Best Hugs in the world (by Ike's Sandwiches).**"



## The Deliverables

- Free Ike's **Sandwich Samplers** handed out after a hug from the influencer
- Signs will have **QR codes** that can be scanned to redeem a coupon in-store
- Pride-branded sandwich **packaging**
- **10%** of all in-store purchases will go to **The Trevor Project** (a non-profit focused on LGBTQ+ suicide prevention)

## LGBTQIA+ Communities

- LGBTQIA+ communities who live in cities that host a pride parade and have an Ike's location
- **Allies** of LGBTQIA+ communities
- People who share **similar values** to Ike's and this Pride Month campaign

## Customers

- Store locations are often put in **urban areas**
- "**Sandwich for Everyone**," provides sandwiches for vegetarian, vegan, gluten-free and Muslim dietary restrictions
- **Trendy jargon** attracts humorous and hip customers



@Raffinee

## Mid-Tier Influencer



- 158k on TikTok
- 139k on IG
- Lesbian moms in Bay Area
- Have been to SF Pride Parade

@McHusbands

## Macro Influencer



- 237k on TikTok
- 41k on IG
- Gay dads in LA
- Have posted a lot of pride month content

@Grandma  
Droniak

## Mega Influencer



- 13 Million on TikTok
- 2.5 Million on IG
- Shares relationship with her gay grandson on TikTok

# PACKAGES

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## Mid-Tier Package **@Raffinee**

- \$2,000
- Feed post
- Reel on Instagram
- Instagram Story post
- Must attend LA or SF Pride parade

## Macro Package **@McHusbands**

- \$4,000
- Feed post on Instagram and TikTok
- Reel video post on FaceBook and Instagram
- Must attend LA or SF Pride parade

## Mega Package **@Grandma Droniak**

- \$6,000
- 2 feed posts on Instagram and TikTok
- 2 Reel video posts on FaceBook and Instagram
- Must attend LA or SF Pride parade

Ike's will send sampler packages and merch to the influencers. Also will provide a coupon code for their followers to use during the month of June.

## 01 NBC Bay Area

- Local Bay Area news coverage
- Bay Area Locals would enjoy seeing a story about what was once a small sandwich shop
- The story would align with local liberal views

## 02 Los Angeles Magazine

- LA Magazine coverage
- Reports on entertainment, culture, food, fashion and lifestyle
- Released a Pride issue last year and will likely publish one for 2024 Pride

## 03 Live in the Bay, KRON4

- Bay Area Entertainment & Lifestyle Talk Show
- Influencers could go on the show to talk about Ike's
- Previously have celebrated Pride Month on the show and featured local drag queens

Looking for earned-media opportunities where local outlets are willing to do a segment on pride.



## News-worthiness

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### Prominence

Media outlets will be interested in the influencers that go to different Pride Parades.

### Human Interest

Watching strangers share hugs and sandwiches in solidarity, is heartwarming and subject to a feel-good story.

### Impact

Donating to a charity will contribute to the LGBTQIA+ community.

### Timeliness

The campaign will be during June (a.k.a Pride Month).



THANK  
◀◀◀ you

Sidney Wu

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