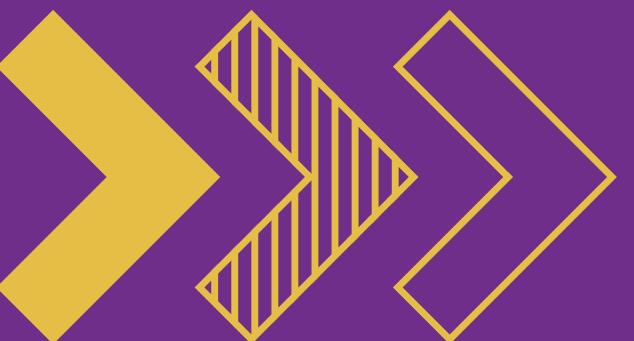


IKE'S PRIDE CAMPAIGN



Sidney Wu



Ike's Love & Sandwiches

Sidney Wu

Guiding Principle

"This ain't your momma's sandwich shop, or your dad's, or your gramma'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 Inspiration

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

The Reason

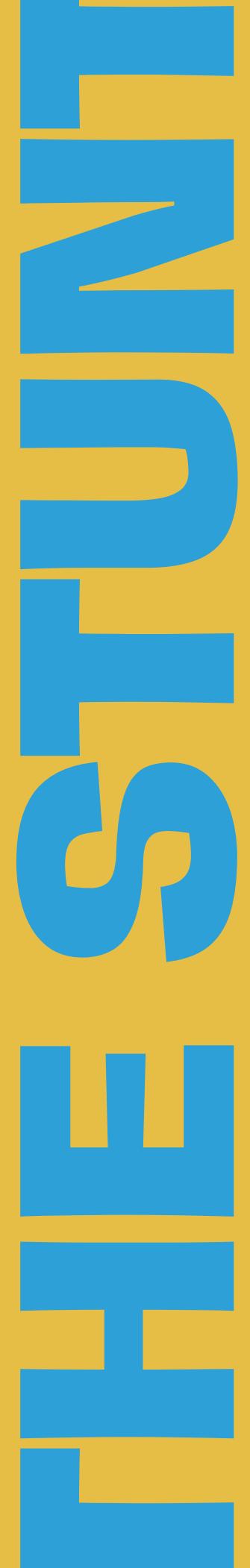
- Pride Month in 4 months
- The founder, Ike, supports the LGBTQIA+ community

THE FOUNDER
Ike Shehadeh



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)."

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

@McHusbands

@Grandma Droniak

Mid-Tier Influencer

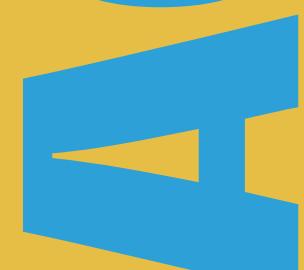
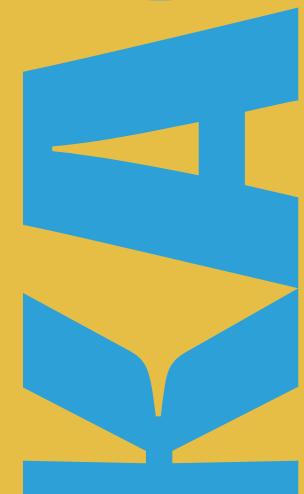
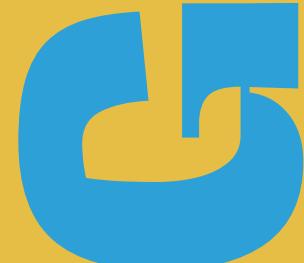
- 158k on TikTok
- 139k on IG
- Lesbian moms in Bay Area
- Have been to SF Pride Parade

Macro Influencer

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

Mega Influencer

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



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.

O1 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

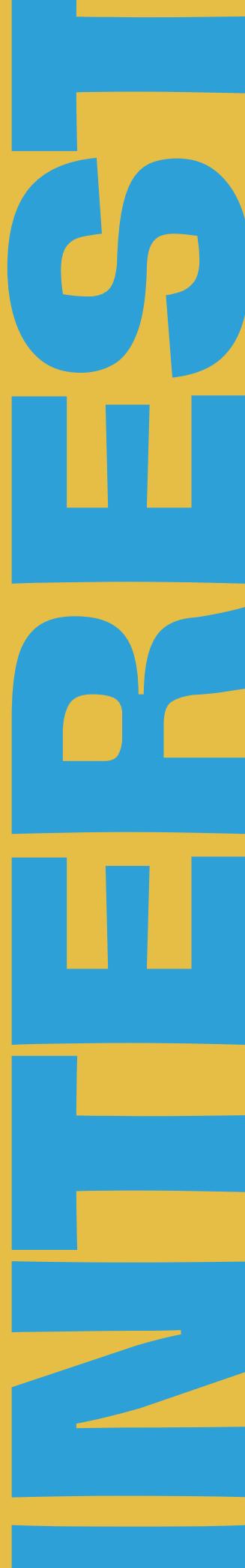
O2 Los Angeles Magazine

- 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

O3 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

Sidney Wu

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).



Sidney Wu

THANK
YOU

Two yellow arrows are positioned to the left of the word "YOU". The first arrow is a simple L-shape pointing towards the bottom of the "U". The second arrow is a more complex shape with diagonal hatching and a yellow outline, pointing towards the middle of the "U".