

Marketing

Question

- My restaurant directly benefits from DBRI's national advertising strategy.
- Overall Score: 2.05

Answer

- 67% Disagree/Strongly Disagree
 - 135 ppl, 221 stores
- 14% Agree/Strongly Agree
 - 28 ppl, 46 stores

Marketing

Question

- DBRI's national social media advertising is effective in driving customers to my business.
- Overall Score: 1.88

Answer

- 73% Disagree/Strongly Disagree
 - 147 ppl, 241 stores
- 7% Agree/Strongly Agree
 - 14 ppl, 23 stores

Marketing

Question

- I feel informed and prepared for marketing promotions in a timely manner.
- Overall Score: 1.99

Answer

- 70% Disagree/Strongly Disagree
 - 141 ppl, 231 stores
- 11% Agree/Strongly Agree
 - 22 ppl, 36 stores

Marketing

Question

- DBRI supports my local store marketing efforts with beneficial marketing materials and media.
- Overall Score: 1.99

Answer

- 68% Disagree/Strongly Disagree
 - 137 ppl, 224 stores
- 12% Agree/Strongly Agree
 - 24 ppl, 40 stores

Marketing



Open Comments

- Social media is terrible. Need better content.
- Dickey's is not a big market in my area.. Therefore I do not benefit from any TV or radio advertising. Usually the posts aren't exposed on Facebook if they don't get boosted..I'd like to see corporate boost posts from time to time rather than leaving this up to us.
- The marketing is a joke. The Facebook posts are super lame and show little to no focus. I have been here for 5 years and people are still discovering us, which shows there needs to be a local focus as well. When I see our ads on TV the same ad will play on the same commercial break 15 or 30 seconds later, so we are only getting half the exposure intended. Put locations on the adds like other brands, we don't have thousands we have very few and very few in areas that show commercials.
- Need to be more transparent as to how marketing dollars are spent
- I have no local advertising for over a year
- DBRI marketing is not organized or effective.

Open Comments

- I need local control of some portion of marketing dollars.
- I had recently made a deal with a local media company here in my area as I don't get any benefits from the national advertising due to the distance. I am far from any big city. So marketing has promise to pay for this advertisement but I have not yet received a payment for the three months that I have paid and they agreed to do so. My local advertisement has made a great impact on my sales from what I can see
- I think we lost a lot a few years ago with the menu board change. Guess want to see Sandwiches, entrée and combos first , then side items. Only Texas customers under what it is to buy items by weight. That should not be our focus. Need to build lunch/Dinner with pre designed sandwiches, entrees and combos.
- Been in this almost 5 years and it has gotten worse
- I do believe we benefit a little but should be so much more
- Still not a lot of transparency as to what corporate is spending our marketing royalties on.....
- There is no ROI on the 4%. It's wasted money.

Marketing



Open Comments

- The DBRI marketing is horrible. It does NOT drive sales or traffic. In fact I have to delete the social media post because it is absolutely ridiculous.
- DBRI should help new owners get up and running with marketing then once a store can stand on it's own 2 feet the entire 4% of the marketing fund should then be optional for the owners to either coop with DBRI or spend it themselves (but it should be spent on marketing, not just put in the bank) however they see fit.
- You need an overhaul in the marketing department there is no good marketing from Instagram or Facebook. Have you even looked at those posts that they put on there? No food shown and a blurry picture of a Byc. How does that help us.
- DBRI is trying to drive in customers without the focus on the bottom line. Customers come in and then I sell them a \$1 BYC when they were willing to pay more. Running multiple LTOs at the same time is confusing for our guests and hard for our employees to manage.
- I have a G4 store with no fryer, so I am getting zero value from Wings and other fried protestations such as the Stacker.

Open Comments

- OMG, you got to be kidding???? The Marketing or Branding, or whatever they are calling it does "ZERO" to drive business. And, I get nothing in return for any local strategy. I could write a book on this, and why it is failing. I think the marketing fund is two things: a employee fund (give people jobs) and a Dickey's family travel fund. That is all it is good for.
- I NEVER WORK WITH DBRI SO I DON'T KNOW HOW WILL IT WORK OUT
- I answered the supports my local store with a neutral answer because they are beginning to approve some local marketing by my choosing again since I own the only two locations in this market area. I recently was approved for a print distribution verse TV because all the money they were spending on TV was not driving customers into my locations. Our marketing was much more effective several years ago when you could put in requests and spend the 1/2 of the marketing dollars taken from your locations. That was what we were told when we first opened in 2012, before those funds and capabilities we taken away in favor of dumping all the funds into a "National" Campaign.
- DBRI does provide billboards for my local market advertising

Marketing



Open Comments

- Some portion of the marketing HAS to happen within a 5 sq mile radius of my store where my business comes from to be effective.
- If your store is not in Texas California or anywhere else on the west side you don't get great marketing! My store has been open for 3 years and people who live right down the road still come up to me and say did you just open. The east coast doesn't get the attention we should for marketing. We only do well when they run a tv ad but that doesn't happen a lot
- No one watches commercials on tv anymore! There are a lot of good digital platforms that can reach a different base other than the 85 year olds that still watch commercials.
- Their support only comes when I email them 500 times and send receipts for things I have paid for.
- We should be able to put in requests, like in the past, and have them analyzed and supported by Dickey's. Some markets have 1 store, some might have 10. Every market is very different.
- They take 4 percent of the total sales as advertising but I'm not getting anything.

Open Comments

- Case in point. I didn't receive the Au Ju or berry cobbler until 3 weeks into the LTO. I got the Marketing Material but no product. As for the Marketing: Marketing should be allowed to be used locally. I would have no problem paying 4% Marketing if it was a 2% national and 2% local. Where we could regionalize our marketing to the best of our ability. Local Community Marketing is the only thing that helped turn my Transition store around. But anytime I asked for any marketing funds I was told "No it is all going to TV and National ads" which didn't help my bottom line 1 bit. My store is an hour away from any major town and did not benefit from TV ads. A better use of money would have been doing radio, billboards, community banners, facebook ads.
- National advertising is a joke. 2 to 4 commercials in a two week period on 3 different stations. I feel like as long as you are getting MY 4% and spending at your will is hardly benefiting the franchisee. This is a bitter spot that do not like about DBRI!
- Billboards, billboards, billboards are the most effective way. Stop wasting owner's money on junk items sent out quarterly! Put some owner's marketing funds to work now!

Marketing

Open Comments

- My first year open was 2016, which is when DBRI stopped allowing us to submit a request for a refund in marketing dollars to use on local marketing. Since opening, I have spent \$500 plus per month, each month to locally advertise in print. I have asked marketing for some time to acknowledge this or respond to my request, of which they have ignored me. Even Jeff Gruber said, when I called him about a month ago to ask that we have some of our marketing dollars given back to us to use locally, that we should not have to spend extra money each month on local marketing.....yet he proceeded to do nothing. Our national marketing spend that they send us consist of about 19-20 TV commercials over a 3 month schedule, no where even close to saturation. And digital marketing. A DBRI marketing person came to my store about 3 weeks ago to 'help' put together a marketing plan for the next month, and the document literally consist of one initiative, which was to reach out to the local library and ask if we can cater for a meeting. The rest of the 29 days were literal follow up on asking the local library for a catering. It's both hilarious and sad at the same time. (con't)

Open Comments

- (Con't) As I told Jeff G. a month ago, if we were to have our local marketing dollars returned to us to use in our trade area, in no way would that pull us completely out of the ditch, but it could go a long way. As it stands now, we are a brand of two restaurants in a State, and 17 TV commercials shown over a 3 month period isn't producing anything of benefit.
- It's difficult to measure national advertising effect. They never inform us in a timely manner of promos. It's always after my local marketing deadline. Chicken wings...supposed to be next week...no clue how to make them or pricing or how they'll be promoted. They don't spend a dime of OUR money anymore on local advertising.
- Not timely. The marketing doesn't start when it should for any promotion. I can't think of one promotion that has actually been effective. They waste so much money, I would prefer to have a portion sent back that I was allowed to spend. I would agree to spend it without hesitation. Dickeys must be more transparent where they are spending the money. What they do doesn't work!

Marketing



Open Comments

- Local advertising with addresses and phone numbers go a long way. Markets outside of DFW don't know what Dickey's is. Our current market has advertising for Ruby Tuesday's and Red Robbin and neither of those restaurants are in our State. So if any Dickey's commercials are Aired, potential consumers assume it's just a national restaurant chain advertising.
- The marketing could be a lot more effective if they spend less money on administrative costs and more on media placements.
- 1. TOO MANY ISSUES TO LIST. 2. Marketing is far from robust. 3. Collateral for new products usually arrive after promotion already hit. 4. DBRI's marketing support is basically to tell the OO to walk the streets and hand out material. Not sure why I am paying Marketing fees for that. McDonald's, Jack in the Box, Famous Dave's, WABA, Jimmy John's, etc. just to name a few -- seem to constantly promote on television, especially in preparation of events such as games, holidays, etc. I may have seen a Dickey's commercial on TV twice in one year.
- I disagree with promotions that include the price of the product

Open Comments

- The success I have had with this franchise is because of the marketing efforts I have made and make on an almost daily basis. DBRI does not have a large marketing budget like Large franchises. Our units are spread throughout the country making TV and radio advertising almost unavailable in many markets. Dickey's Community Marketing Managers can make an impact on a small market. Invest more dollars in these team members and you will see tangible results quickly. Many other franchises are already doing this..Chicken Salad Chicks, Zoes kitchen, Jasons Deli, etc.
- I wish I could have a more clearer understanding on where and how the marketing dollars are being spent to help me see how it affects my store. I hear of the commercials but haven't seen any. It would be nice to see more of the marketing fund matrix explained.
- Other than Dickey's app marketing, help from corporate has been negligible. Thankfully I recently requested more support direct to my store and they are now changing in a positive way. I am anxious to see how that develops.
- The marketing Dept is like a bunch of 5th graders without a clue

Marketing



Open Comments

- I would like to see a lot more free marketing materials (flyers, pamphlets, etc) sent to the store on a regular basis. It would also be nice if there was a certain amount of free marketing materials I could order each month specific to my store. The marketing fees that we pay should more than offset that cost for DBRI.
- Sorry! We get very little, if any, from the national advertising. We have ZERO local marketing dollars. That means no marketing and no growth.
- Marketing with Dickey's is giving away discounts and not about driving traffic.
- The marketing is horrible. I would rather be given that money and I would do it myself. The Facebook posts are just horrible. Some post of have nothing to do with our food.
- Recent commercials in February 2019 sparked one of our best February's. The April/May commercials fell flat and did not boost sales.
- I do feel it's better with Tony now leading dept, however his hands are tied with the CEO and family making the calls and cutting his budget.

Open Comments

- Marketing materials used to be provided, free of charge, in a timely fashion. Now, you have to download the materials, pay for printing, etc. Who has time to do that when you're actively running the store. We end up being late on the promo items or not being able to do it at all. And why do we have to pay for the materials that we need to download - that should be part of marketing \$\$ available to us. Also, I don't benefit from all the current marketing campaigns either, e.g. TV ads, radio ads. We're in a small market and not seeing the benefits. We will benefit more if we are allowed to do more local marketing campaigns through reduction of marketing fund contribution. We need to bring down the marketing fund percentage as it does not benefit everyone.
- DBRI does just enough marketing to not demonstrate a total disregard entirely but falls well short of putting forth effort to truly bring about brand awareness on a local, regional and national level. Smaller brands have been able to make more significant impacts with less. I receive zero direct marketing assistance locally. DBRI takes an insurance company approach....deny, deny, deny and hope you get tired of trying.
- I have definitely seen good results with their most recent Television commercials. Their social media doesn't necessarily pertain to all stores.

Marketing

Open Comments

- Promotions run by DBRI are generally targeted to bring traffic based on giving away free items, while profitability is not taken into account. I get no local store marketing at all. I asked whether any funds from the marketing fund could be allocated for local marketing, but was told that all marketing fund is spent for national TV campaign. I placed a BOSS ticket once with a request to develop some art work for my store - it took them 2 months to develop 2 artworks, the remaining 3 have never been completed.
- Also a joke . All marketing fees are not going into promoting locations.
- Social media posts average on logo and link daily. Those posts have no pictures to entice the guest. If I used all my marketing fund dollars in my community, I would project sales to go up at least 50%. Currently, there is no marketing plan in place for local communities using any Ad fund.
- Either not enough money is spent on marketing our stores, or the message is ineffective.
- Dickey's advertising has to be the worst by any franchisor in the industry. We don't have any support at all for our store.

Open Comments

- Marketing has been heavily promoting direct delivery that is not a workable business model. Most stores are not providing direct delivery yet our marketing dollars are going towards promoting it. Marketing dollars are spent on TV in large markets. We are told that our target market are the Millennial's, but our marketing is placed through mediums that the Millennial's do not use. Ads are placed in large markets that don't have an impact on the smaller markets. Marketing requests for local marketing are turned down with the justification that we are covered by the large market marketing plan along with a copy of the flowchart that does nothing to explain how much is being spent on our behalf. Our marketing is also been focused on giving deep discounts. This works for McDonalds because they are selling cheap food that everyone knows is cheap food. Dickey's is not cheap food. We are devaluing our product and our brand.
- I do not hear ads in my area. The Double Berry bar ads are just hitting now, a month after we received the product to sell.
- Local store marketing is nonexistent. DBRI used to listen to the local franchisee about how to spend money in their market, they don't even review these submissions anymore, it is just national ad buys that are ineffective.

Marketing

Open Comments

- As much as I am being honest about the bad I will take a moment to brag on the good. As far as the local marketing for my stores the marketing department has been very helpful in that area. I have two billboard signs and they were very helpful in getting me up and running on those whether it was contracts, art work, or anything associated with the signs marketing came through with flying colors on those, Now the bad in marketing. I get my local 2% put back in my market no problem and I feel I am getting my moneys worth on that. However the other 2% for regional and national I just am not seeing anything happen with that. We don't have a national presence and that needs to change. Also marketing needs to make people aware that we have great food with ads that say who we are and how great our food is. Sadly right now and for a long time marketing's idea of marketing is to print coupons and give away food that the owner has to buy. If this continues we as owners need to start being reimbursed retail price for those goods through the marketing fund not just food cost because it took more than just food cost for me to produce that good. I always hear as justification for this is well it brought people in the door yes but that doesn't mean it helped my business. You all have the motto sales cures all ails well the reality is more sales doesn't always equate to more money in the bank for us owners. (Con't)

Open Comments

- (Con't) More sales is always better for DBRI because they get 9% on every sale that rings up but the owners don't have the same luxury. Ours is sales minus expenses and sometimes there are sales that cost more than it brings in when you coupon too much. Thanks for hearing me out . Eric Evans
- Local store marketing is nonexistent. DBRI used to listen to the local franchisee about how to spend money in their market, they don't even review these submissions anymore, it is just national ad buys that are ineffective.
- Nicole Cantu has been helpful in aiding me to set up and pay for through DBRI funds for local marketing efforts equal to roughly 2% of net sales quarterly. This has been a big help. We do not honor really any national marketing campaigns.
- Overall marketing has improved with Tony on board. But I don't think the dollars spent are effective enough. I think there has been mismanagement of the fund and Not near enough brand awareness. Marketing dept needs a stronger support staff that can come up with better ideas for social media and better pictures for social media. More money should be spent geotargeting for each store and boosting "good" ads for each store.

Marketing



Open Comments

- we create our own local marketing collateral. asking via the Boss system does not produce any result. asking the marketing team directly does not produce any result. Community Impact newspaper informed us that Dickey's takes too long to pay them and they cannot reach anyone there to talk to, so they do not accept orders routed through DBRI
- We're too far from a lot of other restaurants to benefit from national marketing.
- The benefits from Marketing are minimal. In 5 years, I haven't been able to get Dickey's marketing to approve many requests. They have approved 2 requests total out of the over 40 I have requested. At this point, I don't even bother asking anymore. It's extremely motivating.
- Multiple LTOs confuse customers and staff.
- Over saturation of store fronts 4 of Dickey's own store competing with me , forget about the other chains.
- The DBRI system has ZERO interest in understanding and marketing to my local demographics that would DIRECTLY increase my sales

Open Comments

- The #1 problem I have with dbri is market. I have been in the system back when we were able to tap into our marketing funds. We were encouraged to find local advertising for our store then submit to dbri for approval and they would pay direct or we get reimbursed. That would be the best system. Downfall of that would be owners may complain that they have to find it and do the work but it's the only way to best spend out money. I cannot emphasize this part enough.
- I receive materials after the promotion begins. I haven't seen any media since opening
- Of all the departments this department does the best.
- The marketing fee should be 1%
- Stop Discounting! If DBRI would do discounting during slow time such as 2-5pm then it could be beneficial. Also, have an expiration date, not 2 weeks and customers use multiple times for free sandwich on for their birthday or anniversary sandwich.
- I feel like they just give my food away not really market to make money.

Marketing

Open Comments

- The local marketing guy (Dave Tisthammer) is awesome. He is the only competent person I've met in the marketing department besides the Marketing VP since I've been here. He has great practical ideas. But, of course, they always cost me money and never come out of the 9% I've sent off to Dickey's. In addition, we should not be paying the advertising and marketing percentage on our 3rd party sales. It's ridiculous.
- Not sure about the program anymore unfortunately as I have often work hard to still support my efforts in generating business. Media Marketing does not work for the DBRI system from my perspective.
- I have had a number of guest come in mentioning they say an ad on TV particularly for the Double Dip sandwich.
- Where is my 4 percent going? They take my money and can't show me where it goes!!!

Open Comments

- My restaurant is benefiting from a local store who does advertising on TV. People who have come in through social media adverts, just get the free deal and nothing else. Marketing purchased a billboard for my location that is 30 miles away on the left side of the hwy with no nighttime lighting that is partially covered by another sign.
- The training for new products is very hit and miss. I know DBRI thinks all the owners are getting the message but the owners are not. They might have FD hold training classes to help make sure locations are ready to go for new items.
- I would rather have a marketing agency control it.
- Wish I could find information on LTOs and upcoming offers in a simple centralized format
- Asked for catering menus never received.
- See previous comments on lack of local marketing.

Marketing



Open Comments

- This is the worst issue about Dickey's Corporate. Their national marketing and advertising strategies are poor at best and the actual local marketing is left completely to the Owner Operators. Dickey's rolls out all kinds of coupons and offers without properly informing owner operators about them, most times we find out from the customers when they arrive and the stores and present them. Also, customers if redeeming online are able to redeem the same coupon as many times as they want by placing multiple orders.. To make matters worse. They charge us 3VP Royalties, 3VP Marketing fees and on top of the fees 3rd party vendors charge themselves so a 20% tablet sale gets an additional 15% marketing fee from Door Dash, on top of a 9% fee Marketing Royalty from Dickeys and another 15% 3VP Marketing fee from Dickeys. End of Day we make no money from the tablet sales we make unless we ask dickeys to take us out of the "marketing program" in which case we still get charge the 15% dickeys marketing 3VP fee, and only the actual marketing that was being done is removed. Go figure???? On social Media Dickeys spends zero 0 dollars to target their marketing efforts in each market they are. All the marketing done in the market falls on the owner operators, but dickeys charges Marketing Fees which include social media marketing that never trickles down. (Con't)

Open Comments

- (Con't) When looking at Dickeys social media campaigns anyone can notice that most responses are from people in Texas; Specifically, from the Dallas/ Ft. Worth Area. All marketing materials Dickeys have available come to the store in 1 box every 3 months (or so). These don't have enough materials and if you go to order more many times the items are unavailable. Any artwork for reproduction is not available. Unless you use one of Dickeys Vendors. And finally the catering books are not available for reproduction or purchase on the Dickeys marketing sites. If you ask the marketing Department for copies of the Catering books to promote Corporate sales efforts at the Franchisee level they ask you to go to their marketing site which doesn't have it. And if you try to ask for the art for reproduction the answer is no. What gives? The whole point should be to make the franchisees successful. The marketing staff mostly is rude and when you get to build rapport with one person, the next day the staff has changed. Is a nightmare!
- The commercials are great. However, you are discounting the most expensive products. Also you run specials that cause us to buy new products and we already have more products than most restaurants have.
- get more involved

Marketing



Open Comments

- I feel a strong disconnect from the media team to know what is best for my store, and there seems to be little flexibility on DBRI end.
- Terrible marketers. Everything is to drive royalties, not profit. No control group therefore no knowledge of what does and does not work. Way to many discounts....eroding the brand and damaging the customer base that know expects offers.
- We see no push in marketing in my market place. We would better benefit from the 4% marketing fund staying in our account and getting us push our own local marketing.
- could use the 4% more effectively then they can. That is also why I am considering throwing dickeys out of my building and start over.

Open Comments