

Score With Smokey

By: Royed Yakub, Orlando Rivero, Andre Rodz



THE OPPORTUNITY



Lower number of Gen Z attendants as compared to Millennials

Restaurants such as Buffalo Wild Wings and Flannigans are attracting a younger audience with late night specials and deals on game days

How can Smokey Bones not only compete but differentiate themselves from the competition?

THE SOLUTION



Incorporating in house sports betting to draw in Gen Z and have them stay for an extended period of time.

Betting Menus will be dispersed regionally to Smokey Bones location and differ in theme depending on their location. Ex; The location in Plantation, FL will be themed with the Miami Dolphins, Miami Heat, and University of Miami Hurricanes. Likewise, the location in North Carolina will skew towards the Carolina Panthers or UNC Tar Heels.

Also, when the Smokey Bones app is created we can enhance the user experience with in app sports betting menus.

—THE SOLUTION CONT.

Quarter by Quarter Rewards:

Guests can bet on what happens in each section of a game to win rewards

Ex: In house guests can bet for Quarter 1 on a football game to have either team win that quarter and receive rewards instantly

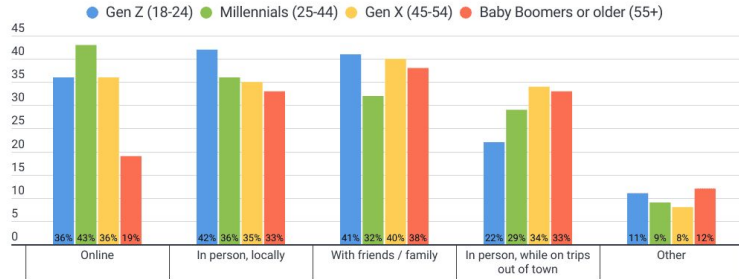
Whole Game Outcomes:

Guests can bet before games begin on what they might think the outcome might be

Rewards consist of vouchers, merchandise, discounts, etc

PROVE IT!

How do you gamble / bet on sports? Select all that apply by Age
(Among gamblers)



7,311 responses weighted from 9/7/2023 to 12/7/2023
Excluding "I don't gamble / bet on sports"
weighted by US Adults 18+
© CivicScience 2023



Gen Z makes up a large percentage of sports bettors in the United States

Reports show us 1 in 3 adults in the U.S have bet on sports games and 58% of them are Gen Z

It is no secret that restaurants like Smokey Bones fill up for game day but with in house betting Smokey Bones will drive in more of a customer base by offering great quality food at a great price with the addition of deals and the thrill of gambling.

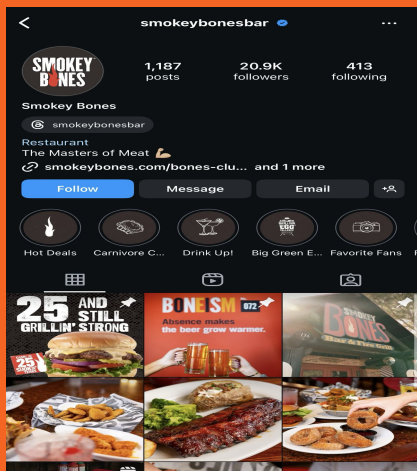


TARGET AUDIENCE

We are embarking on a comprehensive marketing campaign that is specifically designed to attract the attention the loyalty of Gen Z

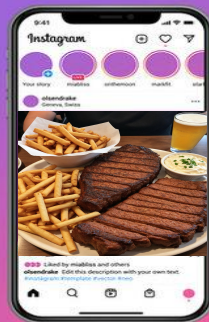
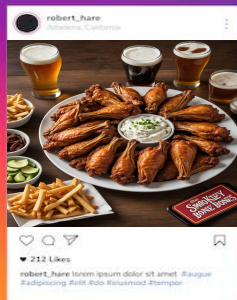
- College students, influencers, young professionals, food and beverage lovers, and people of all kind! **Everyone is welcome!**

We appeal to our Gen Z crowd with our trendy fusion of bold flavors, and Instagram worthy dishes ensuring the best dining experience that perfectly captures the love for sharing memorable moments while watching your favorite team!



SOCIAL MEDIA

- Using social media platforms, such as TikTok, Instagram, Twitter, etc, to create buzz around sports betting and quarter reward systems, also helping our loyal customers stay engaged!
- Introducing leader boards, challenges, and virtual rewards that can be earned based on betting performance or participation and specific events
- Follow us! @smokeybonesbar





Nelk Boys x Smokey Bones

A collaboration between Smokey Bones and the Nelk Boys would be a perfect match for Gen Z

- Nelk's reputation for creating entertaining and engaging content that resonates with college students
 - Showcasing Smokey Bones' delicious food and vibrant atmosphere to a new and wider demographic.
 - Viral entertainment with a unique dining experience that appeals to the tastes and preferences of Gen Z
-



Hard Rock x Smokey Bones



- The Hard Rock Sports Gambling app is now legal in 8 states: Florida, Arizona, Iowa, Indiana, New Jersey, Ohio, Tennessee and Virginia
 - Smokey Bones has locations in 5 of these states
 - A Smokey Bones collaboration with the Hard Rock Casino and their social media platform can be a promotional tool to gateway into Smokey Bones “Score With Smokey.”
 - By using one for quarter and game betting, you are given cash back deals and “free play” on bets of your choosing, influencing the consumer to take part in the Smokey Bones promotion and not just watch the game, but become part of it through sports betting.
-



Hard Rock BETTING

SPORTS BETTING

FOOD

DISCOUNTED
DRINKS

Hard Rock BOCK

Smoke Rock BONES



SMOKEY BONES



Hard Rock x Smokey Bones

- In Florida, Smokey Bones can partner with the Seminole Hard Rock Casino's physical location: The Guitar Hotel.
 - On big game days, Smokey Bones can have a food venue in the sports betting restaurant/section that caters food and gives customers discounts if the app is used and vouchers have been unlocked.
 - Vouchers are available not only in person but redeemable online to be used for sports gambling promotions or food promotions in select Smokey Bones locations.
 - A voucher won at the Hard Rock x Smokey Bones event can be redeemable within 30 days at the nearest Smokey Bones if the consumer chooses to save the deal until a further date
-

SPORTS SPORTS
Smokey Bones
Hard Rock
1969-2019

Hard Rock
CASINO

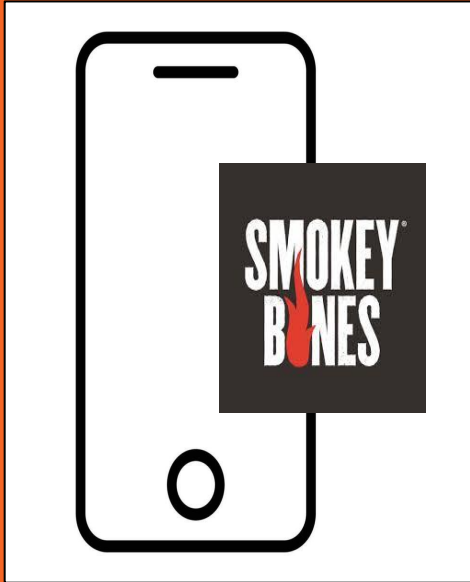


Hard Rock
CASINO

Smord Rock
CASINO

Smord Rock
CASINO

MOBILE APP



- Enhancing the user experience by developing a mobile app that caters to Gen Z's preference for convenience and loyalty to our company. Implementing features like live betting, interactive games, and personalized notifications will keep our customers engaged and excited about the rewards. They can also earn rewards while watching their favorite sports.
- The app features a tiered reward system where users can earn different levels of rewards based on their engagement and loyalty. Collecting points or completing certain actions will help access tiers and the rewards become more valuable and exclusive, offering a range of perks and benefits tailored to each tier level.
- The app introduces leaderboards, challenges, and virtual rewards that can be earned based on betting performance or participation and specific events.

"Dare to Meat"

