



Chuck E. Cheese IMC

**Once a kid,
always a kid**

December
2023



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Adrianna Miller

S.W.O.T

Strengths

- More than 600 restaurants around the world
- Chuck E. Cheese security system



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Chuck E. cheese. (2021, September 24). Global Franchise.
<https://www.global-franchise.com/master-franchises/chuck-e-cheese>

Safe & clean fun. (2022, December 5). Chuck E. Cheese.
<https://www.chuckecheese.com/safety/>

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Weaknesses



- Filed for Chapter 11 bankruptcy
- In 2017, it was sadly announced that the beloved animatronics that make up the fictional band “Munch’s Make-Believe Band” would be phased out of all restaurants and replaced with a dance floor, where a Chuck mascot would dance with kids, giving the restaurant a more “modern” feeling (Walansky, 2017).

Fantozzi, J. (2021, January 4). Chuck E. Cheese parent CEC Entertainment emerges from bankruptcy. Nation's Restaurant News. <https://www.nrn.com/family-dining/chuck-e-cheese-parent-cec-entertainment-emerges-bankruptcy>

Walansky, A. (2017, August 21). Chuck E. Cheese's removing animatronics band. TODAY. <https://www.today.com/food/chuck-e-cheese-s-removing-animatronics-band-t115336>

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Opportunities

- Global pizza market to reach \$222.5 Billion by 2032
- Arcade gaming industry estimated to reach \$5,476.37million by 2030. (Arcade Gaming Market size, trends & industry statistics by 2030, n.d.)



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Arcade Gaming Market size, trends & industry statistics by 2030. (n.d.). Databridgemarketresearch.com. Retrieved December 9, 2023, from <https://www.databridgemarketresearch.com/reports/global-arcade-gaming-market>

Pizza market. (n.d.). Imarcgroup.com. Retrieved December 9, 2023, from <https://www.imarcgroup.com/pizza-market>

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Threats

- Content creators, rumors, and the internet
- The threat of similar restaurants

Chuck E. Cheese's oddly shaped pizza ignites a bizarre conspiracy theory viewed by millions on YouTube. (2019, February 13). Washington Post (Washington, D.C.: 1974). <https://www.washingtonpost.com/nation/2019/02/13/chuck-e-cheeses-oddly-shaped-pizza-ignites-bizarre-conspiracy-theory-viewed-by-millions-youtube/>

Chuck E. cheese revenue: Annual, quarterly, and historic - zippia. (2021, December 14). Zippia.com. <https://www.zippia.com/chuck-e-cheese-s-careers-18470/revenue/>
Dave & Buster's (PLAY) - revenue. (n.d.). Companiesmarketcap.com. Retrieved November 7, 2023, from <https://companiesmarketcap.com/dave-busters/revenue/>

Target Audience

Demographics and Geodemographics

- Female, aged 23 to 45, is white, and has an income of 66k yearly
- Resides within the United States



Target Audience

Behaviors and Psychographics

- Past purchases include toys from Target or Walmart, a new family car, clothing from Kohls, Torrid, and coffee from local coffee shops.
- Needs include time for themselves and time to be with friends. Values are family and friends time, also value tipping well to restaurant and fast food workers.





Target Audience

The Story

- Vanessa Wilcom is a 27 year old who is a remote transcriptionist and a stay-at-home mother. She has 2 kids, ages 4 to 8, both are daughters. She has been married to her husband for 7 years, and they live in the suburbs. Vanessa and her husband enjoy gaming, specifically playing games that they grew up playing. They also love watching Bluey with their kids and introducing them to shows and movies they grew up with. Vanessa loves cooking and baking, reading, collecting mugs and rocks, and is a stargazer.

Advertising Goals

- Goals are to enhance the brands image, build sales of existing brands by increasing the frequency of use, increase customer loyalty.



Hierarchy of Effects



Where does the audience land?

- Target audience for Chuck E. Cheese's marketing plan is in the expectations step.

Brand Personality



Personality that describes Chuck E. Cheese brand is sincerity.



Message Development Appeals

Three types of consumer needs

- Functional needs fill consumption-related problems
- Symbolic needs focus on association with symbols
- Experiential needs focus on story and message

APPEALS



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Tagline

Once a kid, always a kid

- Fits the Chuck E. Cheese brand by working with its slogan "Where a kid can be a kid".
- Experiential, uses nostalgia to get a feeling out of target audience

Television Script

- Will be aired during prime time, around eight to eleven pm
- Aired on local television channels
- Aired heavily in the first, second, and third quarters of the year

Script

AUDIO: SFX: Kids running and laughing.

Voiceover (VO): "Moms, ever feel like you need a break from all the kid chaos?"

VO: "Well, Chuck E. Cheese has the perfect solution for you!"

VO: "Introducing our new offer – from 6pm to 10pm, it's kid free!"

AUDIO: SFX: Arcade game sounds, laughter, and chatter.

VO: "A place where you can let loose, enjoy some games, and remember what it's like to be a kid again."

Mom: "Chuck E. Cheese isn't just for my kids anymore. Now, it's my favorite place too!"

VO: "So moms, come on down to Chuck E. Cheese. It's your turn to play!"

VO: "Remember, at Chuck E. Cheese, once a kid, always a kid."

AUDIO: SFX: Uplifting, fun music fades out.

Visuals

A mom looks tired, overwhelmed, and surrounded by toys and mess in a living room, looking towards the camera.

The Chuck E. Cheese logo appears on screen with a Chuck E. Cheese building behind it.

The scene transitions to a vibrant Chuck E. Cheese venue, bustling with energetic moms enjoying themselves.

Transitions to moms at arcade machines smiling and laughing, then shows a table with pizza and drinks surrounded by moms.

A mom looks directly at the camera, holding a slice of pizza and wearing a huge smile.

Text appears on screen: "Chuck E. Cheese. 6pm-10pm. Kid Free Mom Time." The logo appears on the screen above the text with store locations.

Direct and Email



Chuck E. Cheese

Moms, looking for a place to hold your next night out? Check out Chuck E. Cheese! Get \$15 off your next visit when you come kid-free after 6 pm!

The banner features an illustration of a video game machine and a slice of pizza on a purple background.

ONCE A KID, ALWAYS A KID!

\$15 off next visit!



Direct and Email

- Direct mail goes out lightly four quarters of year
- Email is sent out consistently throughout four quarters



MONTHLY NEWSLETTER 10 June 2025



Mom's Night Out

After 6 to 9pm, mom's are welcome to a kid-free zone where you and your friends can remember how it feels to be a kid.

Environment

From 6 to 9 pm, lights will be turned down and LED RGB lights will be turned on. Food, drink and music gets a more adult vibe.

Once a kid, always a kid

Mom's, you need a break too. Chuck E. Cheese is a great place to gather with friends and remember how it feels to be a kid, because once a kid, always a kid.



The newsletter graphic includes a date, a photo of a restaurant, and text describing a 'Mom's Night Out' event with details on environment and a tagline.

[Upbeat music playing]

Voiceover: Attention all moms! Looking for the perfect spot to unwind and have a blast on the weekends? Chuck E. Cheese is not just for the little ones – it's your go-to destination for mom time without the kids!

[Background sounds of laughter and games]

Voiceover: Picture this: you and your fellow moms, sipping on refreshing drinks, enjoying delicious bites, and reliving those childhood memories. Chuck E. Cheese is not just a kids' paradise; it's your weekend escape!

[Joyful piano music in the background]

Voiceover: Once a kid, always a kid, right? Well, Chuck E. Cheese embraces that mantra. Moms, bring your friends, kick back, and let your inner child run wild! We've got everything from classic arcade games to mouth-watering pizza – the perfect recipe for a mom's day out.

[Upbeat music fades out]

Radio Commercial

Radio Commercial

- Radio ads will be ran morning and late afternoon
- Played on local radio stations along music streaming platforms
- Heavy in first and fourth quarter, moderate in quarter two, light in quarter 3

Billboard



- Will be alongside busy roads and highways
- Will be up heavily in quarters one and four, moderately in quarter two, light in quarter three

Social Media



**Moms night out
just got better**

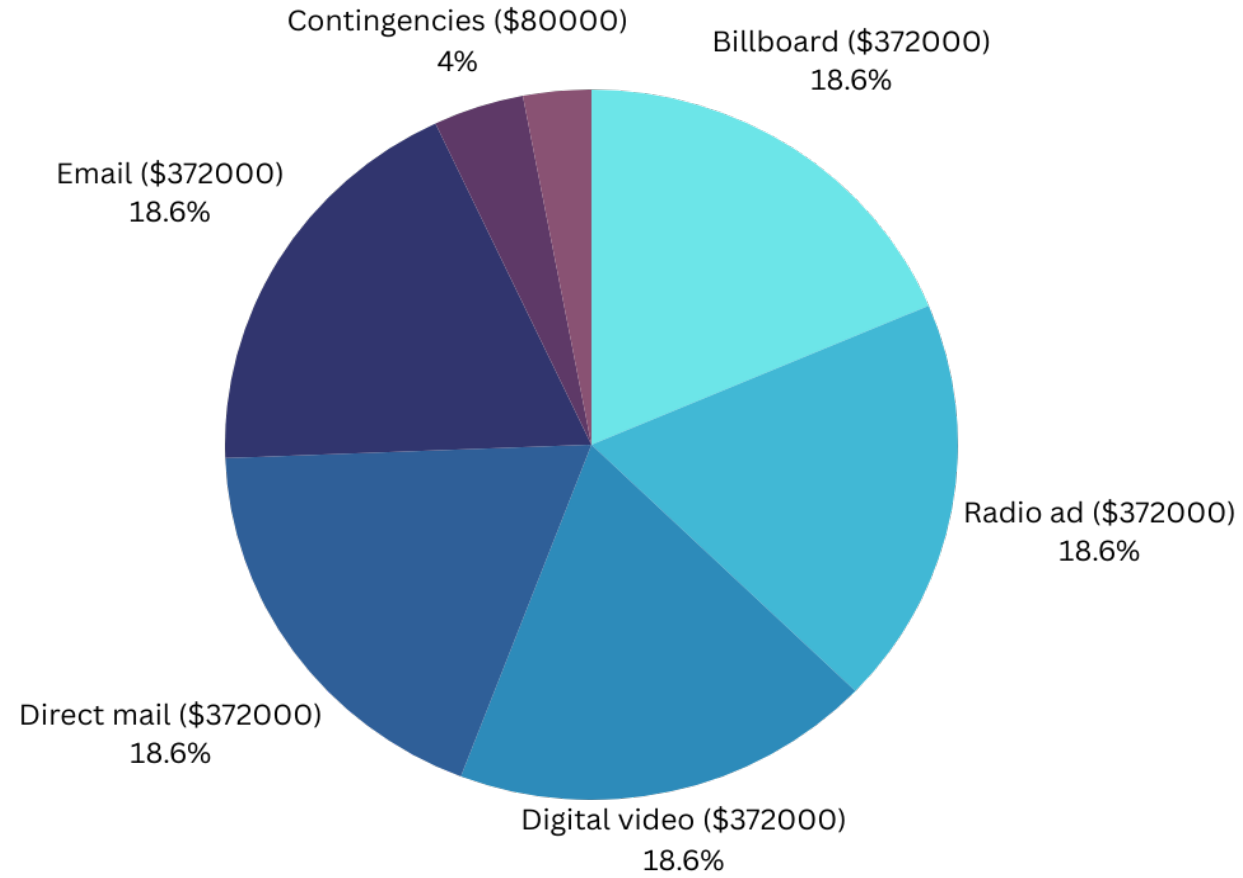
Get away from the kids
with Chuck E. Cheese. 6
to 9pm kid free, bring
your friends!



Once a kid,
always a kid

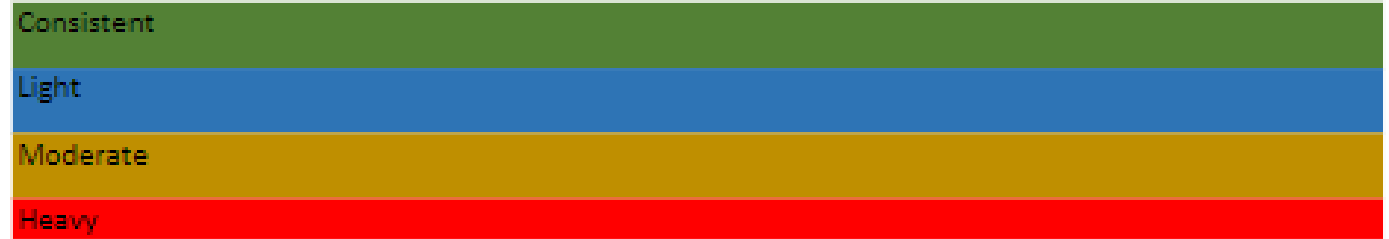
- Posted weekdays 1 to 3pm, weekdays 5 to 6pm, weekends 9am to 2pm and 8 to 11 pm
- Posted on Facebook, Instagram, and Twitter
- Posted consistently throughout all four quarters

Advertising Budget



Advertising Schedule

PULSING SCHEDULE	Q1	Q2	Q3	Q4
BILLBOARDS	Heavy	Moderate	Light	Heavy
RADIO ADS	Heavy	Moderate	Light	Heavy
DIGITAL VIDEO	Heavy	Heavy	Light	Heavy
DIRECT MAIL	Light	Light	Light	Light
EMAIL	Consistent	Consistent	Consistent	Consistent



THANK YOU!



Main goal: get target audience (moms between the ages of twenty-three to forty-five) into stores

Secondary goal: to increase sales by three percent beginning in fourth quarter of 2024, estimated to increase to 8 percent by 2027

Goal for future: after 2027, goal is to increase target audience. Will include different advertising targeting current target audience, will also have advertising for males between twenty-three and forty-five

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