

#### CURRENT SITUATION:

Outback Steakhouse has been experiencing revenue gain, specifically a 3.1% increase in sales over the past year. However, the current customer base is skewed towards the older generations, and therefore Outback is failing to capturing the younger demographics.

Consumers view Outback Steakhouse as a sit-down, dine-in, restaurant that has been around for nearly thirty years. Although they may visit Outback for a high-quality, indulgent dinner, they do not think of it when they want to order a quick meal to go.

The younger generations do not connect anymore to the roots of the brand. Although the Australian theme is central to the brand, it has become irrelevant to the consumers.

#### DEMOGRAPHIC TARGET:

Time-starved troopers: Male and female (male skewed), Ages 18-44, students and working professionals, with time constraints who value technology, quality and convenience.

#### WHAT DO THEY CURRENTLY THINK?

"I always enjoy Outback when I go there with my family for dinner, but I don't consider it when I want a quick take-out meal for myself. I love the quality of the food, but it hasn't adapted to my lifestyle."

#### WHAT DO WE WANT THEM TO THINK?

"Outback is a modernized, fun, all-purpose restaurant that I love to order for both lunch and dinner. It fuels my adventurous side with its exotic and fast-paced appeal."

#### WHAT IS THE SINGLE MOST IMPORTANT THING TO CONVEY?

Serving the spirit of the modern Aussie.

#### COMPETITIVE TENSION POINT:

##### WHO IS THE "ENEMY?" WHO ARE WE STEALING SHARE FROM?

Casual dining restaurants with curbside-takeaway, delivery or catering, along with limited service restaurants that people frequently visit for lunch.

#### WHY SHOULD THEY BELIEVE US?

Outback has always been a place where customers can treat themselves to a quality, indulgent meal. The restaurant conveys the "No rules, just right" theme. Outback has prioritized expanding lunch revenues

- The percentage of locations that offer lunch during weekdays increased from 35% to 61% over the last year.

- Outback announced a new lunch menu that will be updated continuously.

Outback is currently remodeling its locations to maintain the relevancy of its restaurants. We will act as a catalyst to rejuvenate the brand by utilizing and/or implementing the following:

- Streamlining the ordering process via mobile app, website and other digital points of entry
- Modernizing the restaurant decor/atmosphere
- Quality food
- Lunch menu
- Curbside Take Away

#### VOICE/TONE & MANNER

Genuine, Motivated and Relatable