Levy

The Future of Loyalty At

JAKE MELNICK'S

LOYALTY STRATEGY & RECOMMENDATIONS

PRESENTED BY SOPHIA ZICH











ABOUT ME

RESTAURANT MARKETING INTERN

WESTERN SPRINGS, ILLINOIS

RISING JUNIOR AT WAKE FOREST

BUSINESS & ENTERPRISE MANAGEMENT FOCUS IN MARKETING

MY SUMMER AT LEVY



ARCHITECTURAL TOUR



RR EVENTS X MODERN LUXURY EVENT



CUBS GAME

WHY UPDATE THE LOYALTY PROGRAM?

NEW TECHNOLOGY

NEW LOYALTY PROVIDER

NEW OPPORTUNITIES





PROJECT OVERVIEW

How can we maximize customer loyalty during this transition?

Three Main Goals

Increase Signups



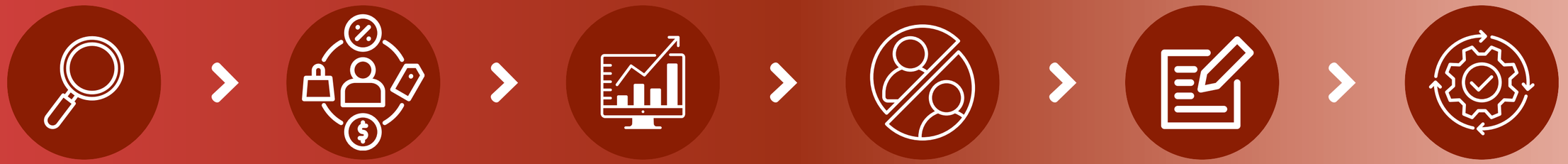
Increase Repeat Visits



Increase Engagement



The Research **Process**



DEEP DIVE INTO TOAST

CONSUMER BEHAVIOR RESEARCH

INDUSTRY RESEARCH

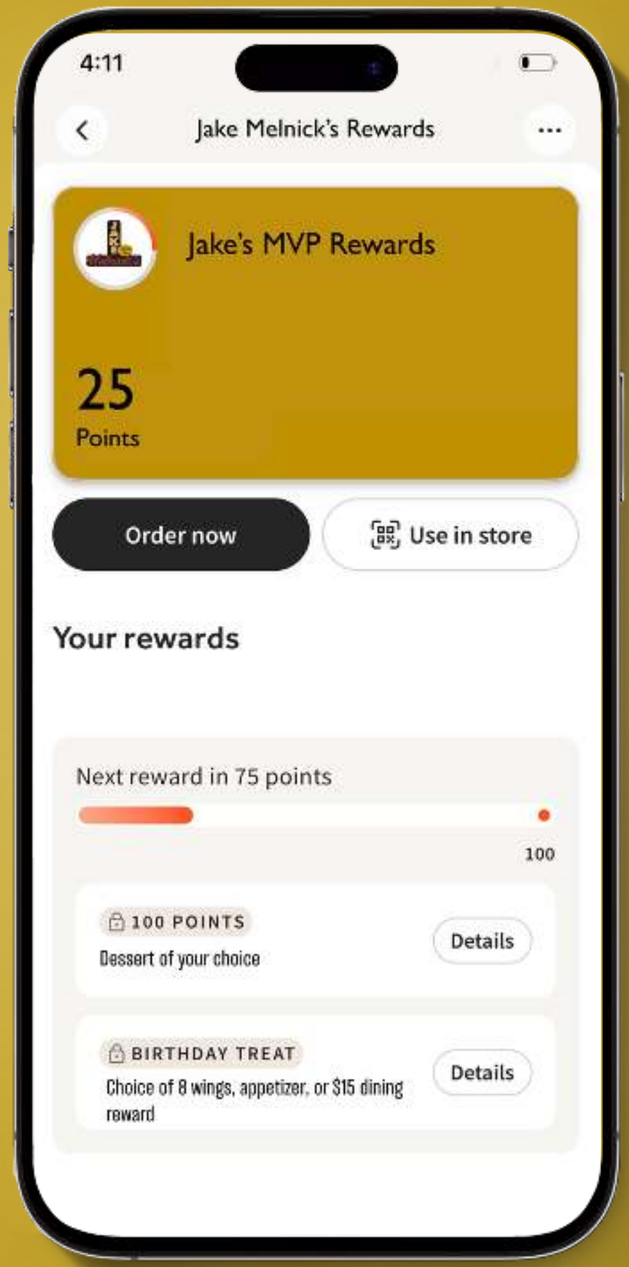
COMPETITOR RESEARCH

STAKEHOLDER INTERVIEWS

RECOMMENDATION DEVELOPMENT

Toast

Loyalty Capabilities



- Toast Local App
- Easy Enrollment
- Automatic Point Tracking
- Tiered Loyalty
- Guest Segmentation
- Online Ordering Integration
- Email & SMS Marketing

LOYALTY MATTERS

Loyalty programs influence where consumers spend and how often they return

90%

of consumers belong to at least one loyalty program

1.5x

Loyalty members spend up to 1.5x more than non-members

85%

continue doing business because of loyalty programs

73%

change spending habits to maximize rewards

Sources: Bond's 2026 Loyalty Report, Forrester's 2024 Consumer Benchmark Survey

THE FOUR DRIVERS OF LOYALTY

WHAT MAKES PEOPLE LOYAL?













What Leading Loyalty Programs Do Best

- Personalization
- Status
- Experiences
- Easy Redemption
- Exclusive Access
- Gamification

COMPETITIVE ANALYSIS

FEATURE	Jake Melnick's (Current)	Lettuce Entertain You Restaurants	dine amc Hospitality	Woodies Wings	GOALS FOR NEW LEVY PROGRAM
TIERED REWARDS	☐	☑	☑	☐	Create tiers with attainable benefits
PERSONALIZED OFFERS	☑	☑	☑	☑	Targeted offers based on preferences & behavior
EARLY ACCESS	☑	☑	☐	☐	Early access to events, offers & reservations
MEMBER EVENTS	☐	☐	☐	☐	Exclusive member events & experiences
GROUP EVENTS EARN POINTS	☑	☑	☑	☐	Earn points for private events & group dining
CHALLENGES/GAMIFICATION	☐	☐	☐	☐	Implement challenges to drive engagement

WHAT THE TEAM HAD TO SAY

KELLY WILSON
General Manager at Jake Melnick's

"A reward-based program that's going to continue to entice people to repeatedly eat at Jake's and having a tiered reward system would make the new program successful."

DAVID MURAUSKAS

Digital Tech Strategy

"For Jake's, specifically, I think there's a lot to lean into for segmentation and for time-based opportunities."

ERIN VICK
Director of Marketing

"I'd love to provide more customized, tailored offers. Or, gamify it. How can we make it more interesting?"

JASON GOLDSMITH
Vice President of Restaurants

"Making it easy is the biggest single ask that I have...not only making it easy to use, but making sure that the offer is really compelling for a diverse group of guests."

NATALIE MERSCH
Sr. Restaurant Marketing Manager

"I would like to see a couple of influencers in Chicago become our brand ambassadors."



RECOMMENDATION #1:

CREATE A SEAMLESS REWARDS EXPERIENCE



MAKE IT EASY

EASY SIGNUP

EASY EARNING

EASY REDEEMING



FUTURE VISION

Jake Melnick's Corner Tap

MENUS BAR PRIVATE PARTIES HAPPENINGS REWARDS PHOTOS CONTACT ORDER ONLINE



WELCOME TO JAKE'S MVPS

EAT. EARN. BECOME LEGENDARY.

Join Jake's MVPs and start earning Wing Points every time you dine

JOIN NOW SIGN IN

ROOKIE 0 - 499 POINTS → **ALL-STAR** 500 - 1,499 POINTS → **HALL OF FAME** 1,500+ POINTS

REDEEM REWARDS

Use your Wing Points for food, drinks, and exclusive rewards.

BROWSE ALL REWARDS →



Dessert of your Choice
100 Points



Buffalo Chicken Dip
150 Points



8 Count of Wings
200 Points



Smash Burger with Fries
250 Points



$50 Reward
500 Points



$80 Reward
800 Points

MY TIER

See all the benefits of your current tier and what's ahead.

VIEW TIERS →



CHALLENGES

Complete challenges and earn bonus Wing Points.

VIEW CHALLENGES →



MEMBER EVENTS

Get access to exclusive events, tastings, and VIP experiences.

VIEW EVENTS →



HOW IT WORKS EARN POINTS REDEEM POINTS FAQS



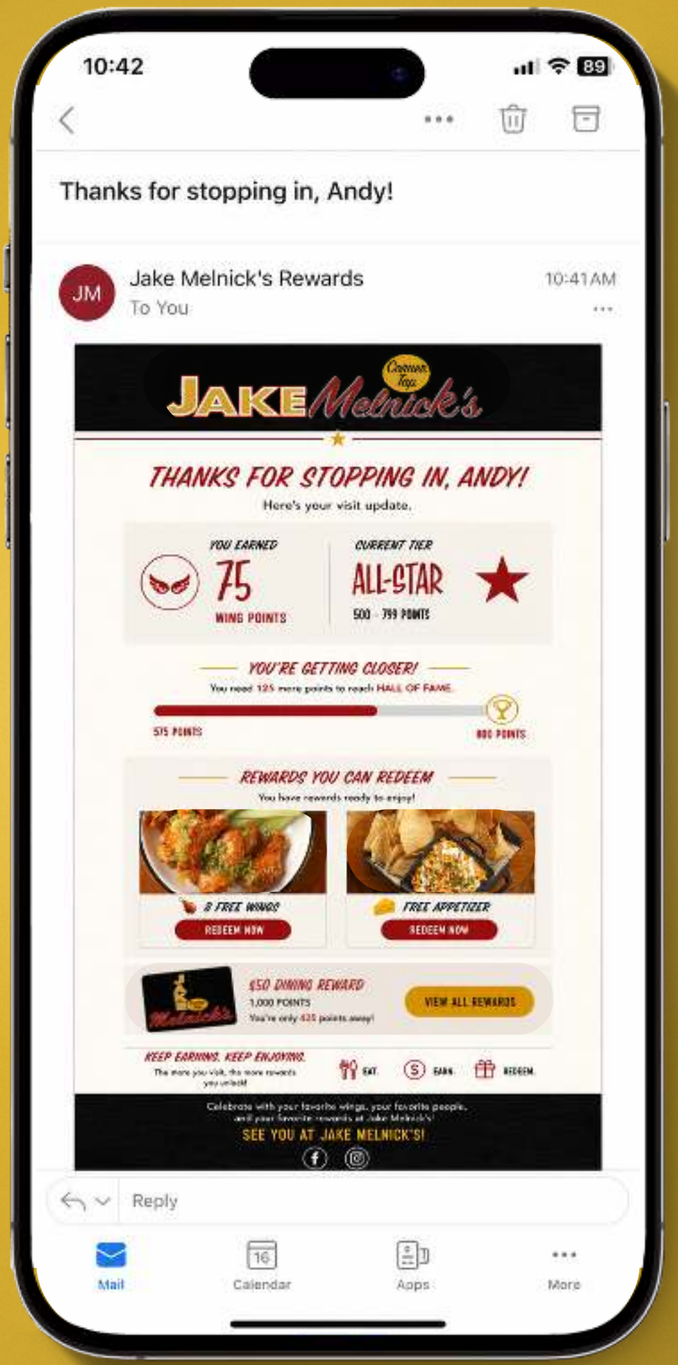
RECOMMENDATION #2:

PERSONALIZATION & RECOGNITION



PERSONALIZATION & RECOGNITION THROUGH EMAIL NOTIFICATIONS

- Post-Visit Updates
- Birthday Rewards
- Milestone Rewards
- Comeback Offers
- Favorite Menu Item Offers



RECOMMENDATION #3:

EXCLUSIVITY & EXPERIENCES





01 **Priority Reservations**

02 **Exclusive Menu Items**

03 **VIP Events**

04 **New Flavor Previews**

Exclusivity Among Tiers

ROOKIE

0-499 POINTS

- Earn 1 Wing Point per $1 spent
- Earn points on carry out orders, delivery orders, gift card purchases, and private events
- Birthday reward
- Surprise reward days
- Mystery point weeks
- Visit streak challenges
- Refer-a-friend bonuses
- Access to member-only offers

ALL-STAR

500-1,499 POINTS

Rookie benefits +

- Priority reservations for gamedays
- First access to tickets for Jake's & exclusive loyalty member events
- Use points for upgrades on private events
- Vote on menu items & specials
- Early access to new menu items
- Exclusive monthly reward

HALL OF FAME

1,500+ POINTS

Rookie & All-Star benefits +

- Guaranteed Super Bowl reservation
- Monthly raffle
- Use points on private events
- Pitch ideas for new menu items
- Featured on the Jake's "Wall of Fame"
- Dedicated Hall of Fame tables
- Enter for a chance to win a private event in Jake Melnick's Keg Room

RECOMMENDATION #4:

GAMIFY THE REWARDS EXPERIENCE



Visit Streaks

“Keep your streak alive! Visit Jake's 4 times during July and earn a free 8-count of wings with your choice of side.”



Surprise Rewards

“Your surprise reward is waiting. Stop by Jake's today, mention this message, and scratch off your surprise! One day only.”



Mystery Point Weeks

“Think today's worth double points? Maybe. Triple? Possibly. Every day of Mystery Point Week features a different bonus point offer. Visit us to find out!”



Referral Challenges

“Refer friends to Jake's MVPs and earn bonus Wing Points together!
1 friend: 25 Wing Points each
2 friends: 50 Wing Points each
3 friends: 100 Wing Points each
The bigger your group, the bigger the bonus!”

MARKETING THE PROGRAM





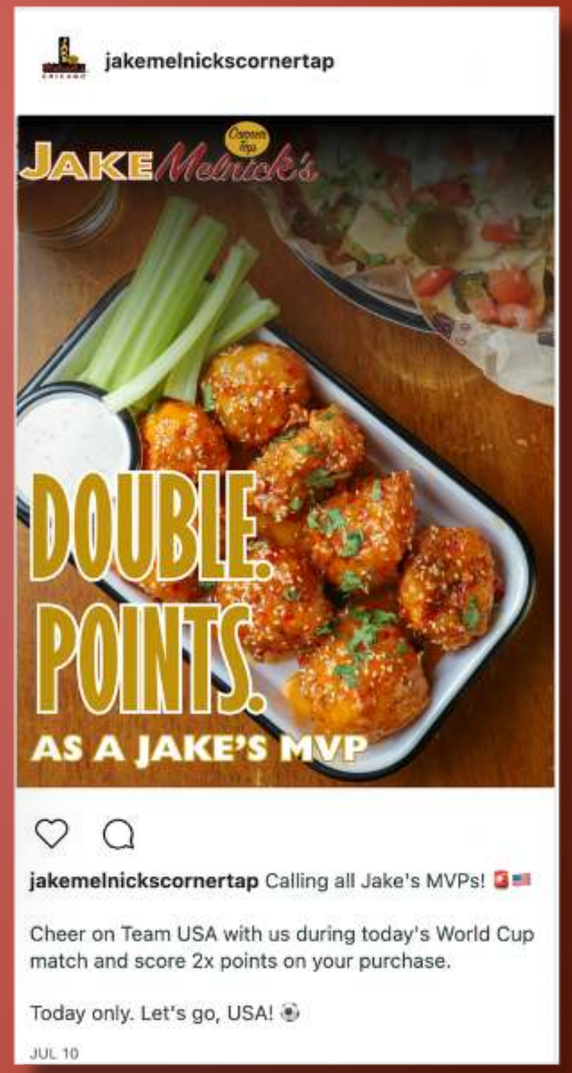
Chicago food influencers:
Daniel Romeo & Chris Dolo

BRAND AMBASSADORS

- Chicago influencers/athletes
- Monthly visits to Jake's
- Showcase rewards & experiences
- Promote member events & offers

DIGITAL MARKETING

- Toast Local app
- Email campaigns
- Social media promotions
- Event announcements
- Double points days



MARKETING THE PROGRAM





GRASSROOTS MARKETING

- Distribute flyers to nearby apartments & local businesses
- Advertise to sports leagues for post-game gatherings
- Industry-centric rewards



IN-RESTAURANT VISIBILITY

- QR codes
- Table tents
- Staff incentives & training
- Menu & receipt reminders
- Signup rewards valid immediately

RECOMMENDATIONS AT A GLANCE



Create an All-Encompasssing Loyalty Experience

Centralized loyalty hub where members can easily access rewards, tier status, personalized offers, challenges, and member-exclusive experiences

Reward Members With Access & Experiences

Go beyond discounts by offering exclusive events, priority access, member-only experiences, and perks that make loyalty feel special

Deliver Personalized Rewards

Use member data to deliver personalized offers based on favorite orders, birthdays, milestones, visit history, and lapsed visits



Thank You For Listening

AND FOR THE MOST INCREDIBLE SUMMER AT LEVY!

QUESTIONS?

Levy