

derekPR

public relations for  
bottom line & greater good the  
2024 and Beyond



# Quick History – An Ideal Partnership ... Or Darn Close

- Derekpr is a national-award winning public relations firm based in NC
- Derekpr was pr aor for asi for two years (2009 through 2010)
- Agency led the brand to the best media coverage year in cdr history – 2009
- Applebee's® dominated all news coverage among casual dining brands under the partnership with derekpr. the brand eventually transitioned to an all-franchise model, which absolved the kinship
- Agency received a full kudos from prior management despite the departure:

“Derekpr brings a strong and invaluable sense of news judgment to any pr discussion. Derek himself is a master at articulating risk and reward, providing deep strategic insight and delivering a hands-on, get-it-done approach to every initiative. He has a deep commitment to the partner and understands how to work within the corporate culture. Plus, he is hilarious and fun to work with and that's worth a lot in this stress-filled world. I smile when I see his call coming in because even it's bad news, he will make it good news via pure positivity.”

**Nancy May**  
**Executive Director, Communications**  
**Applebee's Services, Inc.**







# Back On Board And Current Status With SSCP

- Hired by apple texas in may of 2014 and was retained for 52 months
- Was cut during the pandemic though rehired when restrictions lifted
- Have been with sscp (again, primarily applebee's) since january of 2022
- Primary working relationship is with blake roe although as needed and directed, have had imho a great working relationship w chris, puja and sunil via chris and blake
- Have done project work for the puja foundation and roy's though 99% of my efforts benefit sscp's applebee's.
- Know the brand and have supported the brand since it redefined CDR

# How The Relationship Works

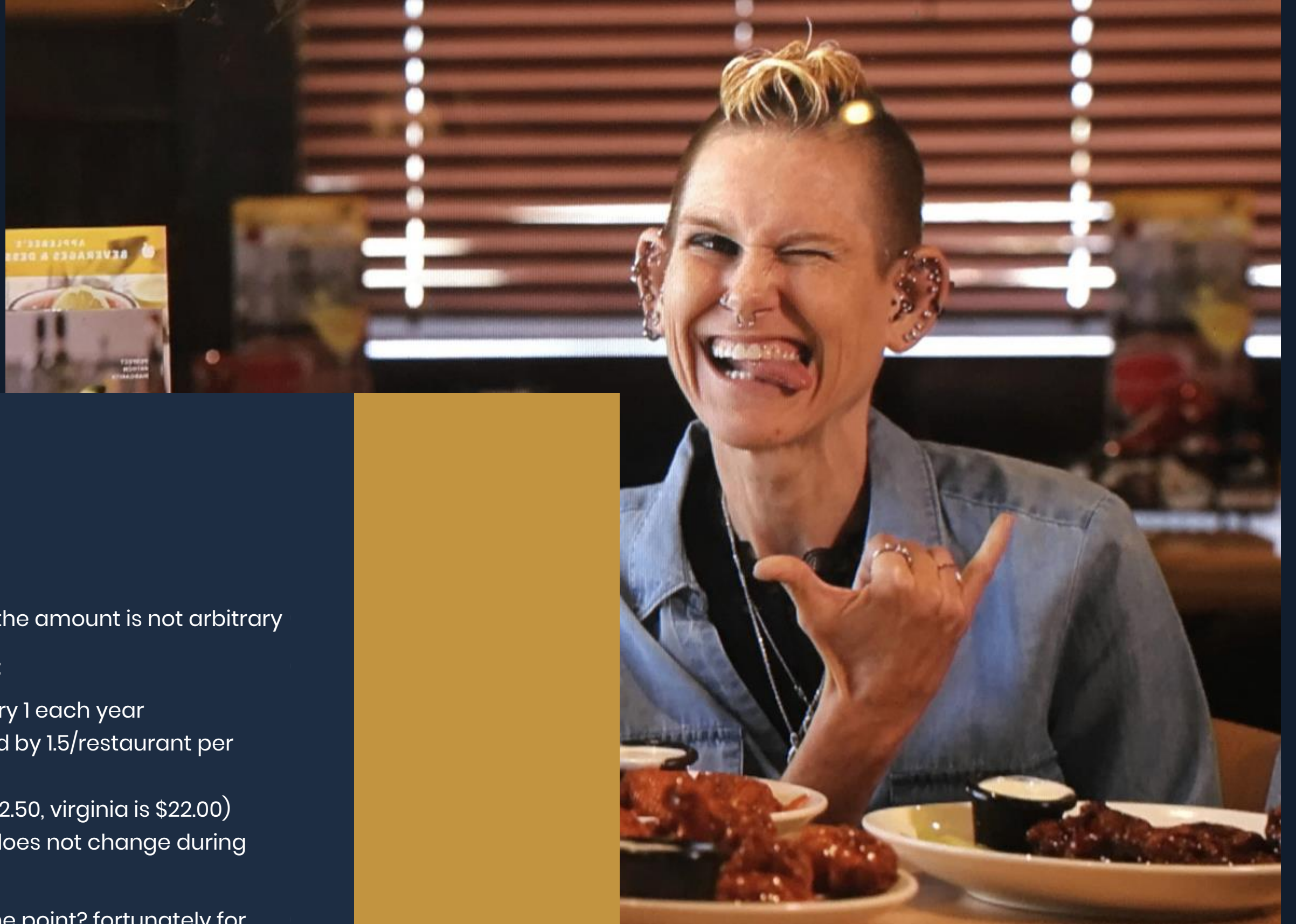


- Sscp is the only account that derekpr's founder derek farley handles 100%
- Why is that?
  - Ridiculously versed and history with the brand goes deep
  - Blake roe is the perfect liaison and we click 100% of the time
  - Huge fans of the dharods and when they speak, I listen and act
- Expectations are clearly set
- Deliverables are clearly defined
- Results per capita consistently outperform all other franchise partners and the parent company.
- Derek: "let me be clear, i root for the applebee's brand and other franchis partners 24/7 yet dig my heels in when it is sscp because they believe in me."



# The Math

- Derekpr is compensated \$2485/month and the amount is not arbitrary
- The calculation is arrived at by the following:
  - Number of operating restaurants on january 1 each year
  - Average table tab per restaurant multiplied by 1.5/restaurant per month
  - Weighted average (i.e. texas and ncal is \$22.50, virginia is \$22.00)
  - To be considerate of budget, the amount does not change during the year
- Derek: If we can't offer at least that, what's the point? fortunately for SSCP and derekPR, return on investment is defensible by a landslide



# The Philosophy I

## Super Hyper-Local

Asi does a national distribution for promotions yet does not have relationships if your markets and the former franchise partners had minimal media relationships in the markets with the exception of texas, which has been quadrupled with derekpr

Every corporate announcement is tailored to each market, prime example is texas; derekpr treats dfw, houston, austin, waco, east texas as separate markets

Derek: "no one in tyler or killeen could give a flip about a national release out of glendale, with all due respect. yet if they see their city as the source, coverage almost guaranteed."







# The Philosophy II

## Impact > Impressions

Oh, we can back the roi like most pr firms do, big hits, etc., exaggerated ad nauseum. I won't.

- Derekpr is more like evel knievel, we get paid for the effort, not the landing
- Good news is we safely land coverage in our markets because we communicate with influencers; sidebar: Conversations vs. email blasts.

Commentary: "I know new school. To sell applebee's in this competitive news environment, it is necessary to think old school. I am not ef hutton, yet when I call the local press, they listen based on the applebdee's reputation."



# Collaborative History And How This Could Work

- Taylor strategic is a top ten (revenue-based) pr agency in the world
- I don't compete with them, they have an entire floor in the empire state building
- They are insanely talented yet when they got a shot at panera, my phone rang
- They flew me in as a "fresh voice" based on what they ascertained from the pr success of my brands
- Via an 8-hour ideation session with their team, although apprehensive at first until they realized I was there to help not compete, we created a plan that won them a multi-million dollar, multi-year contract; I am obviously a friend of the agency
- I can pull off "full service agency" due to my background and networks yet I am an idea guy; I dislike paperwork and managing, although I did it successfully for a decade and a half; my chill bumps come from the next big idea
- I love working with others, not trying outperform them; i'd rather lift them up rather than bury them for the benefit of the brand

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# The Philosophy III,

## Part 01

### ● *Media Relationships > Media Relations*

- Rock-solid relationships with every network affiliates in all SSCP Applebee's markets.

- Fresno/Vasalia \_\_\_\_\_ CA
- Sacramento \_\_\_\_\_ CA
- San Francisco \_\_\_\_\_ CA
- Austin \_\_\_\_\_ TX
- Dallas \_\_\_\_\_ TX
- Houston \_\_\_\_\_ TX
- Sherman, TX – ADA, OK \_\_\_\_\_ TX
- Tyler \_\_\_\_\_ TX
- Waco-Temple-Bryan \_\_\_\_\_ TX
- Roanoke \_\_\_\_\_ VA

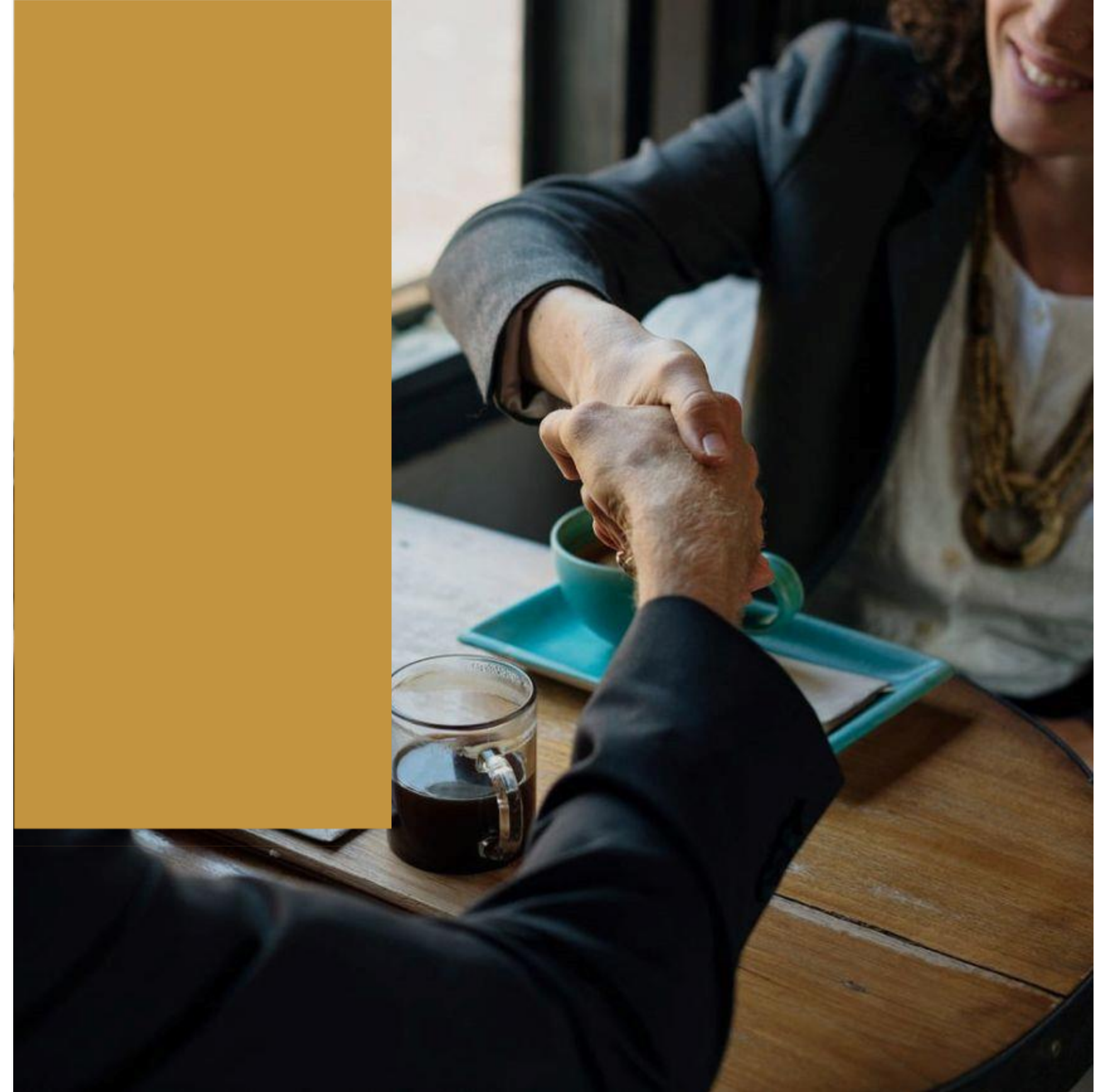
# The Philosophy III,

## Part 02

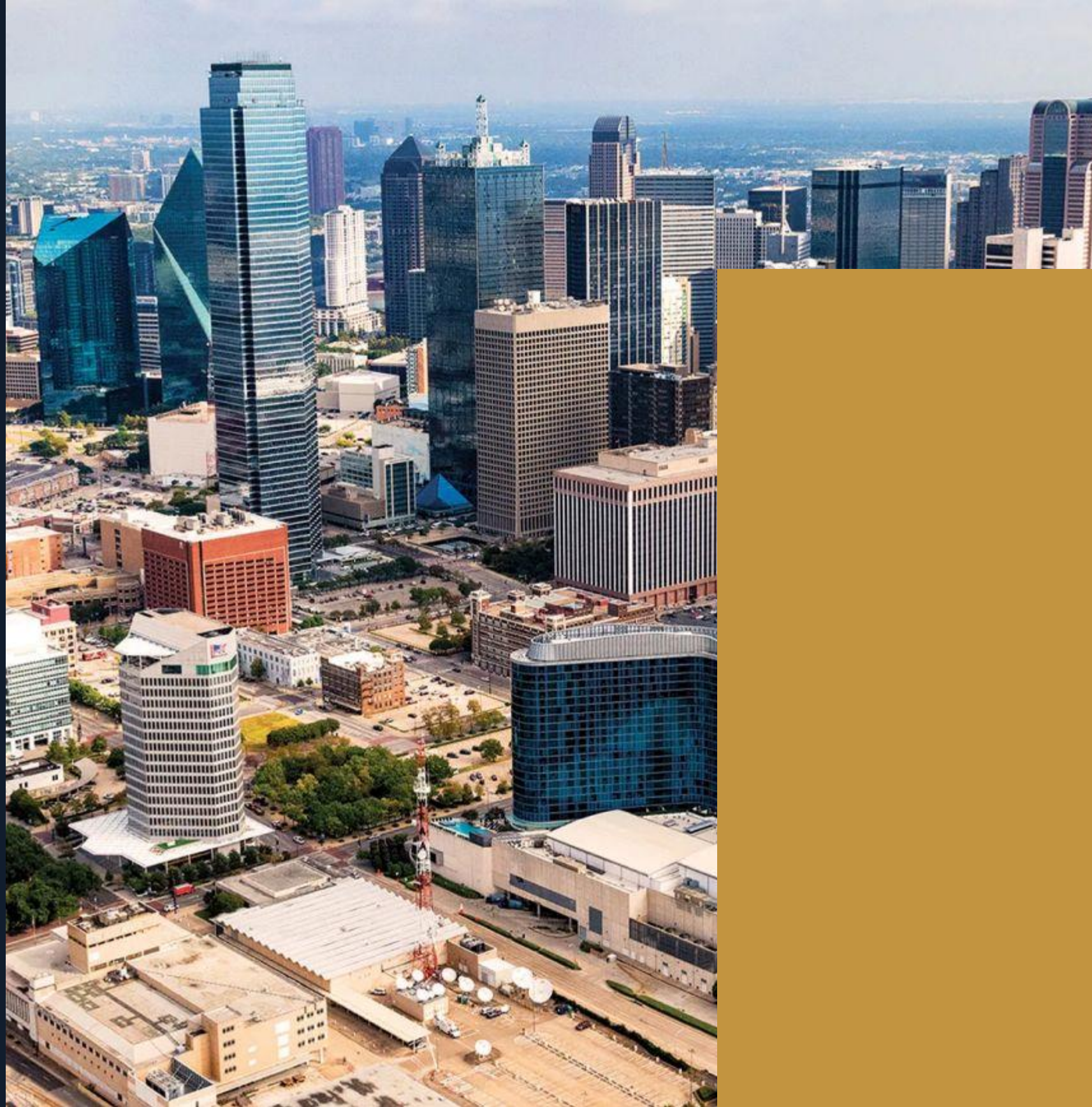
- ***Media Relationships > Media Relations***

- Constant Contacts

- N53 Trade Publications
- N30 Network Affiliates
- N142 Direct Contacts At Media Outlets In SSCP Markets
- Deal Bloggers
- National Outlets Though Used Sparingly Given The ASI Restrictions







# Case Study 1: Texas

— *SSCP Dominates Coverage Among All Media Outlets In Its Territories Of DFW, Houston, Austin, Waco And East Texas*

– Constant Contacts

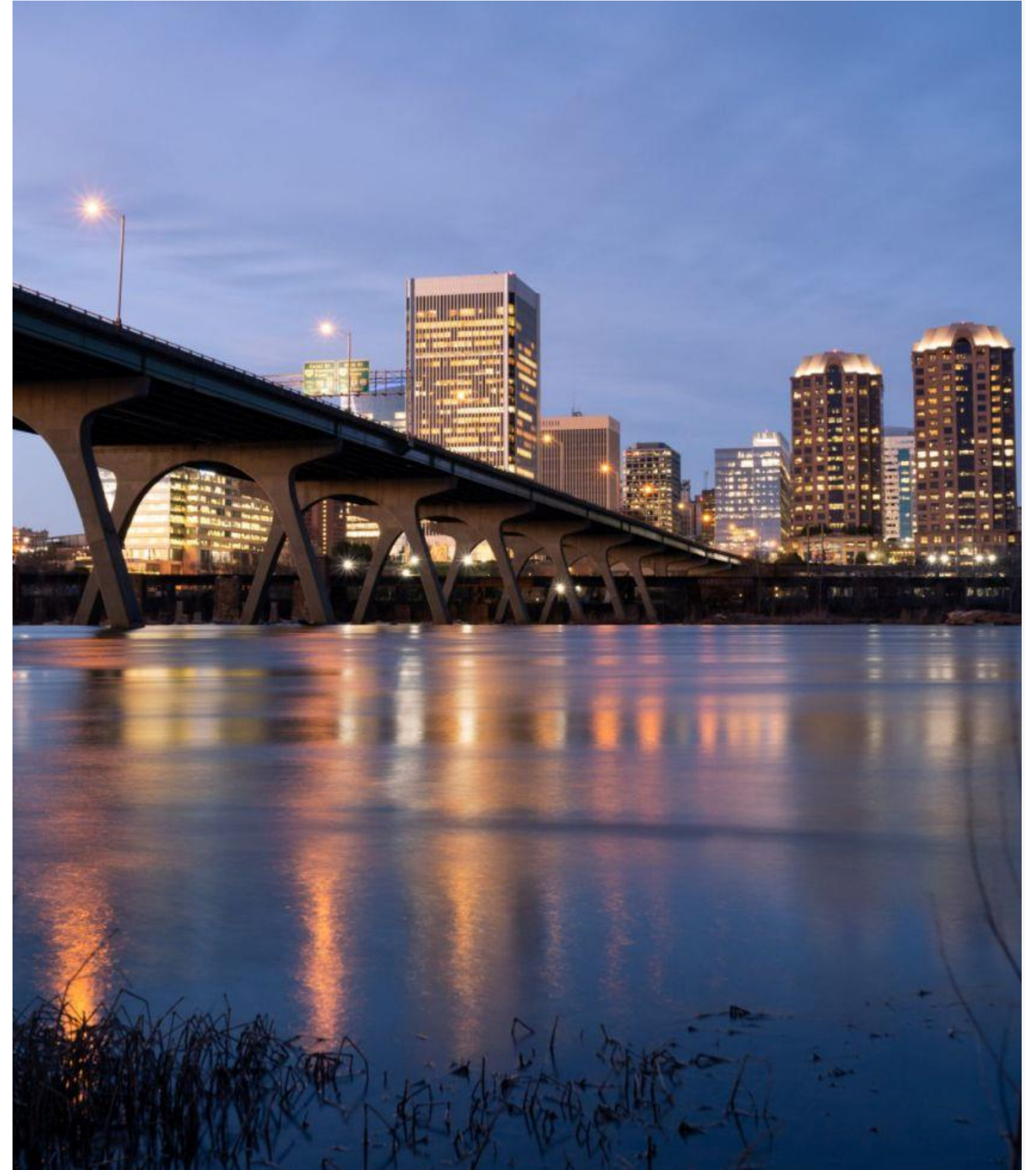
- 53 Trade Publications
- 30 Network Affiliates
- 142 Direct Contacts At Media Outlets In SSCP Markets
- Deal Bloggers
- National Outlets Though Used Sparingly Given The ASI Restrictions
- San Antonio Is The Only DMA That Does Not Receive Regular Coverage





# Case Study 2: Virginia

- *For the acquisition press release, applebee's received the first news coverage since 2017, when derekpr represented apple investors group and it was well received:*
- Coverage In Every Media Outlet In The Roanoke/Lynchburg DMA
- 265 References To The Press Release
- Potential Audience In The Millions
- As the saying goes, virginia is for lovers and virginia now loves applebee's and routinely picks up national announcements that are customized by derekpr to the specific market of lynchburg/roanoke







# Case Study 3: Northern California

- Toughest pr market for the brand
- No media contacts at the start, have built it to 75+; was literally a start-from scratch for media relations when sscp took over
- Cold shoulder after cold shoulder when pitching our brand
- That asi is based in glendale doesn't seem to resonate
- However, we are getting somewhere in the market
- It was so bad at the beginning that i resorted to humor and laid it on thick
- Pockets of coverage, people take our calls now
- Opportunity is there ... just not a layup



# Third Party Analysis via Cision: ROI

- Cision is the world's leading media distribution company in the world
- They are also considered the leading evaluation mechanism for public relations
- Although not a perfect science, equivalent advertising value is what they are renowned for.
- Commissioned to calculate roi for the past year, cision arrived at the following:
  - 1) For the monthly retainer of \$2485, sscp receives 11:1 return in eav or 27,335 per month
  - 2) Advertising averages are considered successful at 9:1 and pr is trending ahead of that and has improved almost monthly through the entirety of the partnership







# Let's Excel Together in 2024 and Beyond

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**Derek:** "It is a pleasure to represent your brand. In my 35 years in the industry and 17 years running a pr agency, I have never been more impressed by a company. Sunil not only hires the right people from blake and sscp's secret weapon cheryl, his young adults earn their tremendous reputation vs. Feeling entitled or gifted. The entire family is kind, congenial, amicable, tough and candid when it has to be. They make my representation of their interests meaningful. Oh we have fun, yet the business is the bottom line and the greater good, and they have mastered both."