



## PlayNetwork Extends the Dick's Last Resort Dining Experience with Original Branded Content and Social Media Integration



### Products/Services

- Music Supervision
- Original Video Production
- Systems Integration
- Web Radio
- Web TV

### Results

- Signature dining experience
- Extends the experience outside of restaurants through digital platforms
- Drives deep affinity and loyalty with customers and staff through social sharing

### Vertical Industry

- Restaurant

### Country/Region

- United States

### Challenge

Build a branded solution across all customer touch points and locations that communicates the Dick's Last Resort experience as more than just a meal. Extend the sphere of influence outside of the restaurant in a scalable and consistent way that builds engagement and buzz through digital media platforms.

### Solution

PlayNetwork designed a spectrum of creative media solutions to capture the Dick's experience across multiple channels and let customers create their own fun.

- Produced an energetic, identifiable music program that matches the playful atmosphere.
- Developed the original animated series "Dick's Quickies," and short-form reality-based series, "Reel World Dicks."
- Extended the music and original programming series online through the Dick's Last Resort website and social media platforms
- Created an interactive UI for store managers to customize on-screen graphics and text.
- Engineered a social integration program that includes live tweet-to-screen and Flickr-to-screen (photo sharing) by customers and employees.

### Results

**Instantly Recognizable** – Dick's Last Resort is a recognizable destination for fun with loyal customers who can also evangelize the experience to friends and new customers via social channels and online, and interact with each other on those channels as they dine.

**Extending The Experience** – Dick's Last Resort's unique solution is leveraged by customers in-house, online, and socially, and includes customer-generated interaction and content where they can create part of the fun. As of March 2013, over 28 episodes of original video content had been created with nearly 12,000 hours of online viewing to date.

**Promoting Loyalty** – Recognizing the power of their community, Dick's Last Resort has built a loyal following of customers and staff who contribute to the entertainment value of the brand. True to their active, social media – savvy demographic, Dick's Last Resort has created a method for promotion that leverages produced content and lets their customers evangelize and socialize the brand through that content.