


**FRANCHISEE  
ADVERTISING & PROMOTION  
MANUAL**

FOREWORD



This manual represents the most recently approved creative materials that are available to you as a ShowBiz Pizza Place Franchisee. Usage of the materials in this catalog will bring continuity to all of your marketing efforts. Consistent, intelligent advertising and promotions are essential to your success and are a part of the total ShowBiz image. This is why only creative materials prepared or approved prior to use by ShowBiz Pizza Place Inc., should be used in your local campaigns.

In order to protect the ShowBiz Trademark, and Service Marks of the ShowBiz characters, each franchisee must obtain prior written permission from ShowBiz Pizza Place Inc. for any locally developed advertising or marketing materials which contain the ShowBiz logo or likeness of any ShowBiz characters.

The catalog is designed to show you what materials are currently approved and available for use. A price list and order forms are included in this catalog. If there is not a price listed for the materials you are requesting, please call us for the current charges. Please note that the prices outlined in this price list were based on inventory as of April 1, 1983. Prices and availability are subject to changes based upon re-order quantities. Newspaper ad slick prices vary upon size and type. Please call Emerson/Nichols/Bailey for the current charge for veloxes in the size you need.

Foreword

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All franchisees will be kept updated on new materials that are available for use through mailings from Emerson/Nichols/Bailey. Updated catalog inserts and price lists will also be shipped to all franchise groups on a regular basis which will be determined by the amount of changes in each section.

If you have any questions regarding any materials outlined in this catalog, please call us here at Emerson/Nichols/Bailey.

Sincerely,

Emerson/Nichols/Bailey

A handwritten signature in dark ink, appearing to read 'Kevin D. Wilson', with a long horizontal flourish extending to the left.

Kevin D. Wilson  
Director of Franchise Services

KDW/ja

SHOWBIZ ADVERTISING/MARKETING MATERIALS  
Price List effective April 1, 1983



Listed below are the reproduction prices for some of the materials in the Advertising and Promotion Catalog. If you have requests for items or combinations of items not shown, call TOLL FREE:

Sheri Stinson  
1-800-527-2316

Note: Franchisees may order all approved and available materials. Prices will vary because of changing quantities. When costs exceed these current estimates, franchisees will be notified before an order is filled.

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TELEVISION - section 100

1 - 30 second spot on 2" VTR.....\$30.60  
Additional 30 second spots on the same dub.....\$ 7.35/each  
Doughnut spot on 2" VTR.....\$30.60

\*TV spots and doughnuts also available in 3/4" and 1/2". Please call for current prices.

RADIO - section 200

1 - 30 or 60 second single spot dub.....\$ 5.90

NEWSPAPER - section 300

Any ad in this section is yours to use locally. Ads vary in size and price. Please call for current ad slick charges.

SHOWBIZ ADVERTISING/MARKETING MATERIALS PRICE LIST  
Page --2--



OUTDOOR - section 400

30-sheet poster includes 4-color and copy section.....\$50.00

"Now Open" and "Open Soon" snipes available for  
posters.....\$ 3.65/each

\*Billboard paper available in 30-sheet posters only.

YELLOW PAGES - section 500

Any ad in this section is yours to use locally. Ad  
vary in size and price. Please call for current ad  
slick charges.

GRAND OPENINGS - section 700

700-110...4-color Press Kit Folder.....\$36.00 per 100  
(minimum order of 50)

700-109...VIP/Press Pass with envelope.....\$15.00 per 100  
(minimum order of 100)

700-106/

700-107/

700-108...4 x 5 Black & White Glossy Prints.....\$ .76 each  
(minimum order of 50)

700-103..."No Carry Out" Sign.....\$13.00 each

700-104...Name Tags.....\$ 4.50 per 100  
(minimum order of 100)

700-102C...\$1 VIP Play Money.....\$ 7.71 per 1000  
(minimum order of 500)

700-102B...\$5 VIP Play Money.....\$ 7.71 per 1000  
(minimum order of 500)

SHOWBIZ ADVERTISING/MARKETING MATERIALS PRICE LIST  
Page -3-



GRAND OPENINGS - section 700 (continued)

700-102A..\$10 VIP Play Money.....\$ 7.71 per 1000  
(minimum order of 500)

SPECIAL PROMOTIONS - section 800

"LITTLE PAWS" Membership Kit.....\$145.15 per kit  
Kit includes 5,000 membership forms, 5,000  
membership cards, 1 22" x 28" poster, and  
1 counter card.

800-124..."FAMILY SPECIAL" Poster.....\$ 3.05 each

800-126..."FAMILY SPECIAL" Register Topper.....\$ 1.15 each

800-120..."TOKENS FOR GRADES" Poster.....\$ 4.60 each

800-114..."FREE PIZZA-T-SHIRT" Poster.....\$ 1.73 each

800-108..."PETTING ZOO" Poster.....\$ 4.53 each

800-109..."PETTING ZOO" Register Topper.....\$ 2.92 each

800-100..."CHRISTMAS COLORING CONTEST" Kit.....\$112.00 per kit  
Kit includes 2,000 entry forms, 3 counter cards,  
2 - 22" x 28" explanation poster, 1 - 22" x 28"  
congratulation poster, and 5 winner tags.

POINT OF PURCHASE - section 900

900-204..."ROCK-AFIRE" Poster.....\$ 2.25 each

900-113A..."OPEN SOON" Poster.....\$ 5.00 each

900-113B..."NOW OPEN" Poster.....\$ 5.00 each

SHOWBIZ ADVERTISING/MARKETING MATERIALS PRICE LIST  
Page -4-



PHOTOS - section 1100

Photo charges vary with quantity. Please call  
for current prices.

MISCELLANEOUS - section 1200

1200-227...	"BILLY BOB'S BONUS BOOK".....	\$49.65 per 1000
	(minimum order of 500)	
1200-226...	"COMMENT CARD - PEPSI".....	\$ 3.60 per 100
	(minimum order of 400)	
1200-225...	"COMMENT CARD - COKE".....	\$ 3.60 per 100
	(minimum order of 400)	
1200-122...	"BILLY BOB-O-GRAM" with envelopes	
	No Imprint.....	\$18.00 per 100
	(minimum order of 100)	
1200-121A..	"REGISTRATION FORM".....	\$ 6.00 per 1000
	(minimum order of 1000)	
1200-121B..	"ENTRY BLANK".....	\$ 9.35 per 1000
	(minimum order of 1000)	
1200-117...	"MAGNETIC SIGN".....	\$20.00 each
1200-119...	"VIP LUNCHEON" Card.....	\$13.30 per 1000
	(minimum order of 500)	
1200-106...	"BILLY BOB BUCKS".....	\$ 4.00 per 1000
	(minimum order of 1000)	

(All prices F.O.B. Irving, Texas. Shipping and sales tax where applicable  
additional.)



## ADVERTISING & PROMOTION MANUAL

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1200	Miscellaneous





- Target Audience
- Best Times for ShowBiz
- Commercial Lengths
- Frequency of Usage
- Cost
- Materials



## ADVERTISING & PROMOTION MANUAL

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### DOUGHNUT

Dick Van Patten, going into a ShowBiz Pizza Place. Other families in background also entering.

Dick playing a video game

Dick, in showroom eating pizza, watches the Rock-Afire Explosion

Dick, Close up on camera near pickup counter

(Blank video for local insert)

Total time available: 12 seconds.....

ShowBiz sig

Share the Fun Instrumental under throughout

Dick: EVERY TIME I COME TO A SHOWBIZ PIZZA PLACE THERE'S SOMETHING SPECIAL!

SHOWBIZ HAS THE NEWEST GAMES AND RIDES,

THE FANTASTIC ROCK-AFIRE EXPLOSION,

AND RIGHT NOW, THERE'S A NEW SOMETHING SPECIAL AT SHOWBIZ!

(Instrumental continues with no announcer, for local insert)

(jingle:) AT SHOWBIZ PIZZA PLACE!



- Best Times for ShowBiz
- Commercial Length
- Frequency of Usage
- Radio Cost
- Materials



## ADVERTISING & PROMOTION MANUAL

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"PIZZA PARTY FOR 4" 30 seconds long

ShowBiz instrumental jingle under throughout

Announcer:                   HERE'S DICK VAN PATTEN FOR SHOWBIZ PIZZA PLACE.

Dick Van Patten:           EVERY TIME I COME TO A SHOWBIZ PIZZA PLACE,  
THERE'S SOMETHING SPECIAL. SHOWBIZ HAS THE  
NEWEST GAMES AND RIDES, THE FANTASTIC ROCK-AFIRE  
EXPLOSION, AND NOW, THERE'S A NEW SOMETHING  
SPECIAL AT SHOWBIZ:

Announcer:                   HAVE A PIZZA PARTY FOR FOUR FOR JUST NINE-NINETY-  
FIVE. TREAT YOURSELF TO A SCRUMPTIOUS LARGE  
PIZZA WITH ONE TOPPING, A PITCHER OF COCA-COLA,  
AND TEN GAME TOKENS FOR JUST NINE-NINETY-FIVE.

(room for local announcer)

200-007 "PIZZA PARTY FOR 4"



## ADVERTISING & PROMOTION MANUAL

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DOUGHNUT (with \$9.95 Special)

Dick Van Patten in front  
of ShowBiz

EVERY TIME I COME TO A SHOWBIZ  
PIZZA PLACE, THERE'S SOMETHING  
SPECIAL!

Dick playing video game

SHOWBIZ HAS THE NEWEST GAMES  
& RIDES,

Dick eating pizza and watching  
the Rock-Afire stage show

THE FANTASTIC ROCK-AFIRE EXPLOSION,

Dick, CU, at pickup window

AND RIGHT NOW THERE'S A NEW  
SOMETHING SPECIAL AT SHOWBIZ!

Super: Pizza Party \$9.95

(ANNOUNCER V.O.): HAVE A PIZZA  
PARTY

over video of 4 people having a  
pizza party in front of stage show

FOR FOUR FOR JUST NINE-NINETY-  
FIVE!

Woman serving pizza at pickup  
windows

TREAT YOURSELF TO A SCRUMPTIOUS  
LARGE PIZZA WITH ONE TOPPING,

Pitcher of Coca-Cola, pouring it  
into cups

A PITCHER OF COCA-COLA,

game tokens

AND TEN GAME TOKENS FOR JUST  
NINE-NINETY-FIVE.

4 people having pizza party

BUT HURRY! THIS OFFER IS LIMITED!

ShowBiz sig

(jingle:) AT SHOWBIZ PIZZA PLACE!



## ADVERTISING & PROMOTION MANUAL

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"TEENS" 30 & 60 seconds long

Singers: MMMM-MMMMMMM FUN IS MADE FOR SHARING SHARE THE FUN  
AT SHOWBIZ PIZZA PLACE. MEET YOUR FRIENDS AT SHOWBIZ,  
EAT WITH FRIENDS AT SHOWBIZ, PLAY NEW GAMES AT SHOWBIZ,  
SHOWBIZ PIZZ PLACE. BRING A DATE TO SHOWBIZ, THE PIZZA'S  
GREAT AT SHOWBIZ, SHARE SOME GRINS AT SHOWBIZ,  
SHOWBIZ PIZZA PLACE.

(Announcer:) AFTER SCHOOL OR AFTER THE GAME, SHOWBIZ IS THE PLACE TO BE.  
SHOWBIZ HAS THE NEWEST GAMES, AND MORE OF 'EM. YOU CAN  
COME WITH FRIENDS, OR COME BY YOURSELF AND MAKE FRIENDS.  
SHOWBIZ PIZZ PLACE -- GOOD FOOD AND GOOD FUN.

(singers) SHARE IT -- OOOOOOOO SHARE IT

(Announcer:) WHAT'RE YOU WAITIN' FOR? COME ON DOWN TO SHOWBIZ AND  
SHARE THE GREAT FOOD AND GREAT NEW GAMES.

Singers: SHARE THE FUN COME ON AND SHARE THE FUN AT SHOWBIZ PIZZA PLACE!

There are 3 versions of this: one :30 full sing, one :30 sing with Announcer,  
and the :60 version described above.



## ADVERTISING & PROMOTION MANUAL

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"THEME" doughnuts

Singers: FUN IS MADE FOR SHARING, SHARE THE FUN AT SHOWBIZ  
PIZZA PLACE. WE'VE GOT SINGIN' FUN AT SHOWBIZ,  
EATIN' FUN AT SHOWBIZ, ELECTRONIC FUN AT SHOWBIZ,  
SHOWBIZ PIZZA PLACE. WE'VE GOT BIG KIDS FUN AT  
SHOWBIZ, LITTLE KIDS FUN AT SHOWBIZ, FAMILY FUN  
AT SHOWBIZ, SHOWBIZ PIZZA PLACE. . .

(instrumental continues under, leaving space for  
a local announcer)

SHARE THE FUN, COME ON AND SHARE THE FUN  
AT SHOWBIZ PIZZA PLACE!

(instrumental continues briefly for local announcer)

There are varying lengths to the space available for local announcers.  
Times range from 22 seconds through 29 seconds to 40 seconds.



## ADVERTISING & PROMOTION MANUAL

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Also available:

ShowBiz instrumental jingle with tag "Share the Fun, Come on and Share  
the Fun at ShowBiz Pizza Place"  
:30

ShowBiz instrumental only, :30 and :60

200-004 "INSTRUMENTAL"





## ADVERTISING & PROMOTION MANUAL

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"PIZZA QUALITY" 30 seconds long

(Instrumental ShowBiz jingle under throughout)

Announcer:           HERE'S DICK VAN PATTEN FOR SHOWBIZ PIZZA PLACE.

Dick van Patten:   IT'S GREAT PIZZA AT LOW PRICES. THAT'S WHY A SHOWBIZ  
                          SELLS MORE PIZZA THAN ANYONE ELSE. SHOWBIZ MAKES  
                          FRESH DOUGH EVERY DAY, HEAPS ON REAL CHEESE AND QUALITY  
                          TOPPINGS, THEN BAKES IT IN SPECIAL OVENS TIMED TO THE  
                          SECOND. YOU'LL STAY FOR THE NEWEST GAMES AND RIDES. . .  
                          YOU'LL LOVE OUR SHOW. . .BUT IT'S THE PIZZA THAT  
                          KEEPS YOU COMING BACK TO SHOWBIZ.

(Room for local announcer: six seconds)

200-002 "PIZZA QUALITY"



## ADVERTISING & PROMOTION MANUAL

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"HOT NEW GAMES" 30 seconds long

(SFX: various video games)

ANNOUNCER:           LOOKING FOR THE HOTTEST NEW VIDEO GAMES IN TOWN?  
WE'VE GOT JOUST (SFX: Joust game). . . Q\*BERT (SFX: Q\*Bert)  
BABY PAC MAN (SFX: Baby Pac Man) . . . POPEYE (SFX: Popeye)  
AND MORE!  
  
OVER SIXTY VIDEO AND COMPUTER GAMES, INCLUDING YOUR  
ALL-TIME FAVORITES. . . ALL AT SHOWBIZ. . .AND REMEMBER,  
IF IT'S HOT, WE GOT!   (SFX Video games under to end)  
  
(ShowBiz jingle:) AT SHOWBIZ PIZZA PLACE!

200-001 "HOT NEW GAMES"



## ADVERTISING & PROMOTION MANUAL

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"DO YOURSELF A FAVOR" 30 seconds long

(ShowBiz jingle under throughout)

Dick van Patten: HI! I'M DICK VAN PATTEN. IF YOU'RE TAKING THE KIDS  
OUT TO EAT, DO YOURSELF A FAVOR: TAKE 'EM TO SHOWBIZ  
PIZZA PLACE. THE PIZZA'S GREAT AND WHILE YOU'RE EATING  
THERE'S A WHOLE OF A SHOW GOING ON. AFTER DINNER THE KIDS  
CAN'T WAIT TO GET TO THE PLAYROOM WHERE THERE ARE OVER  
SIXTY ELECTRONIC GAMES -- AS WELL AS RIDES AND FUN FOR  
THE LITTLE ONES. DO YOURSELF A FAVOR -- SHARE THE FUN  
WITH YOUR FAMILY AT SHOWBIZ PIZZA PLACE!

(two alternate endings available: one with room for local announcer,  
one with the end to the jingle:  
SHARE THE FUN, COME ON AND SHARE THE FUN  
AT SHOWBIZ PIZZA PLACE)

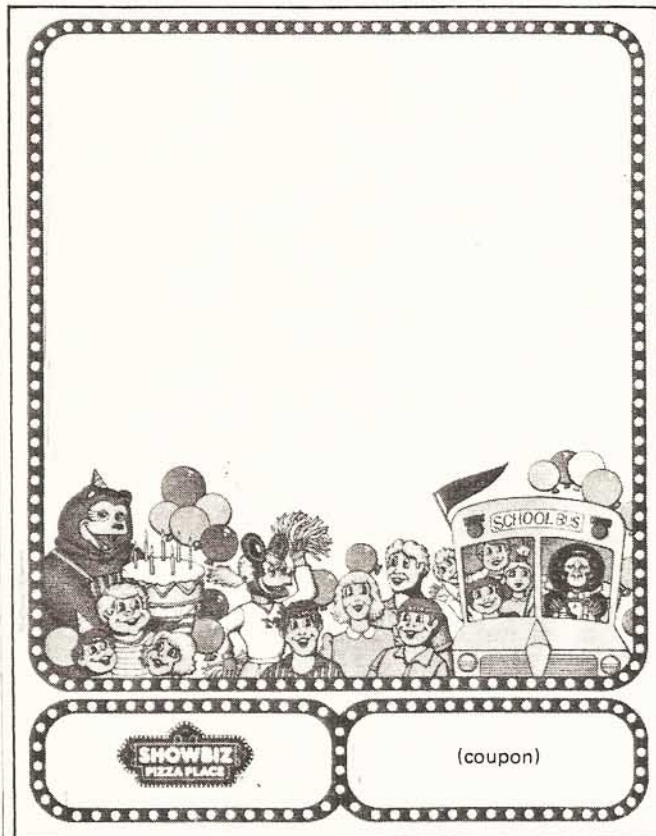
200-003 "DO YOURSELF A FAVOR"



- Placement
- Size
- Newspaper Cost
- Materials



ADVERTISING & PROMOTION MANUAL



300-608 4 COLOR "SHELL" NEWSPAPER INSERT 8½" x 11"



**ADVERTISING & PROMOTION MANUAL**

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1200-202 BILLY BOB FUN BAG  
10½ x 12" white plastic bag printed  
red, black & yellow



ADVERTISING & PROMOTION MANUAL

# Fresh Roast Beef For Lunch

We cook a roast each morning, then slice it for your fresh roast beef sandwich for lunch...

## \$0.00



FREE TOKENS WITH FOOD ORDER!

(LOCAL ADDRESS)



300-603

SAMPLE

# For Lunch..We're The Quicker Pizza Fixer

A quick Mini Cheese Pizza... Fresh, fast and filling for...

## \$0.00



FREE TOKENS WITH FOOD ORDER!

(LOCAL ADDRESS)



300-602



ADVERTISING & PROMOTION MANUAL

OURS IS TOO GOOD TO GIVE AWAY, BUT...

SAMPLE

WE'LL HONOR ANY PIZZA RESTAURANT COUPON!

Because the food and fun at ShowBiz Pizza Place are so good, we don't usually give them away. But, so YOU can find out what a great place it is, through April \_\_\_th, we'll honor any pizza restaurant coupon for food, drink or game tokens.

SENSATIONAL 60 NEW FREE SHOWS! \* GAMES!



(LOCAL ADDRESS)

\*No coupon books. One coupon per customer per visit. Cannot be used with other special offers. Good only in ShowBiz employees & their families not eligible.







**ADVERTISING & PROMOTION MANUAL**

(date)

**GET A GREAT PIZZA, AT LOW PRICES!**



Billy Bob  
sm

11-11 Sun - Thur  
11-Mid. Fri - Sat



(local address goes here)

300-318 "GREAT PIZZA" AD 2 column x 2"

(date)

**SEE THE WORLD'S GREATEST ANIMATED SHOWS FREE!**



Billy Bob  
sm

11-11 Sun - Thur  
11-Mid. Fri - Sat




(local address goes here)

300-319 "ANIMATED SHOWS" AD 2 column x 2"


(date)

**SEE THE SHOW THAT WOWED 'EM FROM COAST TO COAST!**



Fatz  
sm

11-11 Sun - Thur  
11-Mid. Fri - Sat




(local address goes here)

300-320 "COAST TO COAST" AD 2 column x 2"


(date)

**GET A SHOT AT THE HOTTEST GAMES IN TOWN!**



Mitzi  
sm

11-11 Sun - Thur  
11-Mid. Fri - Sat



(local address goes here)

300-321 "HOTTEST GAMES" AD 2 column x 2"

**BIRTHDAYS ARE BEST AT SHOWBIZ!**

**Make Reservations Now**

(One extra token per party guest with this ad if you have a party before (date) - only at participating locations.)



Call:

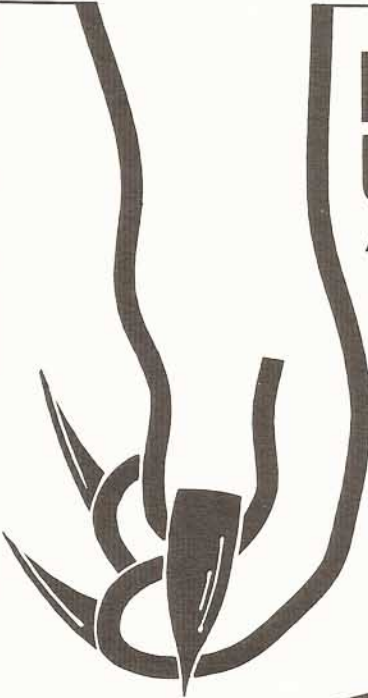
(local address goes here)

300-129 "BIRTHDAY" AD




**ADVERTISING & PROMOTION MANUAL**

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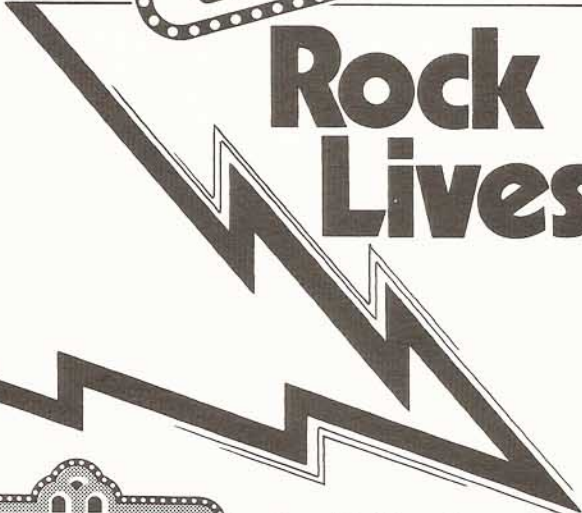
# Earthlings Unite!

Aliens are attacking earth through the new electronic games at ShowBiz Pizza Place!  
Play the games and defend your planet!




300-200

**SAMPLE**



# Rock Lives!



ShowBiz Pizza Place is the next best thing to a rock 'n' roll concert!  
Good pizza and good music, with the "Rock-Afire Explosion," ShowBiz' animated rock group!

300-201



ADVERTISING & PROMOTION MANUAL

# A Light Lunch That's Light On Your Pocketbook...

Half a Submarine Sandwich  
and a Salad from our bar...

**\$0.00**



**FREE TOKENS  
WITH FOOD ORDER!**

**(LOCAL ADDRESS)**



300-601

**SAMPLE**

# A Submarine You Can Sink Your Teeth Into...

We slice a French Roll, pile high the Ham,  
fresh Roast Beef, and Turkey. Add a few  
slices of Cheese, and steam the whole thing until  
the cheese has melted. . . You can sink your  
teeth into one for only . . .

**\$0.00**



**FREE TOKENS  
WITH FOOD ORDER!**

**(LOCAL ADDRESS)**



300-600



- Location of Billboards
- Number of Billboards
- Size of Billboards
- Materials



ADVERTISING & PROMOTION MANUAL

An advertisement for Showbiz Pizza Place. On the left, the text "Share the Fun!" is written in a large, bubbly, black-and-white font. Below it is the Showbiz Pizza Place logo. On the right, a black and white photograph shows a man and a woman sitting at a table, smiling and talking. In the background, a menu board is visible with the words "LET'S TRIP" and "PIZZA" on it. Below the photograph, the text "Local Address Here" is written in a white, sans-serif font on a black background.

**Share the Fun!**

**SHOWBIZ PIZZA PLACE**

Local Address Here



- Background
- Materials



- Importance & Procedure
- Personal Appearances of Billy Bob
- Charitable Tie-Ins
- Commercial Organization Tie-Ins
- DO's and DON'TS
- Materials



## ADVERTISING & PROMOTION MANUAL

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Section 600

### PUBLIC RELATIONS

Since SHOWBIZ PIZZA PLACE is a family oriented operation, it lends itself well to public relations efforts. Therefore your posture as a SHOWBIZ franchisee should be one of community involvement. Community and charitable organizations are always looking for help from local businessmen and offer numerous avenues for free publicity for SHOWBIZ. Following is a discussion of the various steps involved in a well managed public relations effort. Remember, public relations is as important as other forms of promotion, since it enables you to obtain free advertising for SHOWBIZ.

Step 1. Prepare a list of the names and business addresses of all of the newspaper, radio and TV news editors and directors. This list should be used to periodically disseminate timely news releases about SHOWBIZ. This list should be prepared even before your restaurant nears opening. Every effort should be made to get publicity as soon as possible after you have signed the franchise agreement, selected a sight or started construction. In addition to preparing this list, every effort should be made to meet these people personally, so that they will be favorably disposed to use your PR material.





## ADVERTISING & PROMOTION MANUAL

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- Step 2. Prepare a list of charitable organizations in your community and begin contacting them to offer SHOWBIZ's assistance with any fundraising projects they may have planned. Billy Bob has proven to be a great drawing card at fundraisers and offers you an excellent lead to involvement in such projects. Remember, any cost involved in these charitable events is tax deductible as a charitable contribution. Included in this should be various associations like the Heart Association, American Cancer Society, Kidney Foundation, church groups, schools, and other projects like the Special Olympics. The possibilities to help others and obtain favorable PR for SHOWBIZ are endless.
- Step 3. Make every effort to join local service groups and business organizations like the Jaycees and the Chamber of Commerce. This will give you easy access to knowledge of upcoming events that Billy Bob can participate in such as parades, circuses, rodeos, etc.
- Step 4. As your restaurant nears completion, or shortly after opening, be sure to contact local TV and radio talk show hosts to try to obtain appearances on their shows for you and Billy Bob. Remember, SHOWBIZ is still a revolutionary concept in most markets and has a great deal of news value.

Following are samples of successful public relation ideas.



## ADVERTISING & PROMOTION MANUAL

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### PERSONAL APPEARANCES BY BILLY BOB

Experience has shown that any personal appearance by Billy Bob results in increased business the same day.

Personal appearances can include parades, schools, half-time at sports events, shopping center malls, fairs, carnivals, television talk shows ... anywhere there is an audience.

At some of the events where prizes are given, Billy Bob can donate prizes such as T-shirts, game tokens and/or a combination of various items from the gift shop which bear SHOWBIZ PIZZA PLACE identification.

When making personal appearances, Billy Bob should be accompanied by at least one person since he cannot speak and because the curiosity of children sometimes causes them to poke or pull at the costume.



## ADVERTISING & PROMOTION MANUAL

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### TIE-INS WITH CHARITABLE ORGANIZATIONS

Billy Bob's unique appearance and instant recognizability make him a natural for working with charitable organizations.

He can make personal appearances and his likeness can be used on bumper stickers, posters, pamphlets, etc.

In the event that Billy Bob's likeness or that of any other SHOWBIZ character, or the SHOWBIZ logo is to be used for promotional materials not contained in this manual and not previously authorized, prior written approval must be obtained from SHOWBIZ PIZZA PLACE, INC.

The Mental Health Associations of Kansas, Louisiana, Missouri and Oklahoma used Billy Bob as their Honorary ChairBear with the slogan:  
BILLY BOB SEZ: Mental Health Feels Good!

If no other participation is possible, a free tokens coupon ad in the organization's program will show you support and create additional business at the same time.

Any assistance to charitable organizations should result in good coverage by the media for your restaurant.



## ADVERTISING & PROMOTION MANUAL

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### TIE-INS WITH COMMERCIAL ORGANIZATIONS

Commercial tie-ins are often possible through your suppliers and will generate additional business as well as free publicity.

For instance, the total price of a product can be donated to a charity when the supplier is willing to donate the product and your restaurant donates the containers, service, etc.

One restaurant, for very little cost, joined a soft drink supplier in a bottle cap promotion. The bottle cap could be exchanged for a free soft drink at the SHOWBIZ PIZZA PLACE restaurant involved.



## ADVERTISING & PROMOTION MANUAL

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### PUBLIC RELATIONS

#### DO'S AND DON'TS

##### DO'S

1. Treat public relations as a serious part of your SHOWBIZ promotion. If you don't have enough time to personally handle it properly, assign someone in your organization to handle it who is dependable.
2. When you approach news editors or directors for PR be sure to emphasize the news value of the story, not the commercial value to SHOWBIZ.
3. Look for every possible opportunity to get Billy Bob in front of an audience. The recognition value gives a tremendous boost to your sales.
4. When you communicate in writing with community or charitable groups use the Billy-Bob-Ograms for a strong visual tie-in.
5. When you send a press release to newspapers or TV stations, always include a pertinent photo whenever possible.

##### DON'TS

1. Don't send Billy Bob out to a promotional event alone. Be sure at least one other person goes with him since he cannot talk and since small children sometimes get excited and pull at his costume.



## ADVERTISING & PROMOTION MANUAL

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2. When you communicate with newspaper editors and radio & TV news directors in writing do not use Billy Bob-O-grams because of their commercial overtones.
3. Do not use the last names of the various SHOWBIZ characters when referring to them for PR purposes. Use only their first names Billy Bob, Fatz, Mitzi, etc.



## ADVERTISING & PROMOTION MANUAL

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### TIE-IN WITH MOVIE THEATRES

Research has shown that one of our prime competitors, when it comes to pure family entertainment, are movie theatres. Therefore, tie-ins or joint promotions with movie theatres have been advantageous for SHOWBIZ PIZZA PLACE.

Basically there are two types of tie-ins with movie theatres that have been successful. The first is a simple promotion whereby ShowBiz will give four free game tokens to anyone who brings in their ticket stub from a participating theatre. This promotion builds traffic by encouraging families to include SHOWBIZ in evening entertainment, even if they previously intended to only attend a movie. For this promotion to be mutually beneficial, both the theatre and SHOWBIZ must advertise the promotion within their facilities. This is normally done by using wall posters or counter cards.

### REEL MEAL DEAL

The second type of joint promotion with theatres is called the "Reel Meal Deal". This promotion packages together various food items with movie tickets into an attractive entertainment package. The price of the Reel Meal Deal package should be lower than the total of the individual items if they were purchased separately, including the movie tickets. To accomplish this price incentive you should arrange to



## ADVERTISING & PROMOTION MANUAL

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purchase the movie tickets from the theatre at a discount price. By adding the discounted tickets to the food package it makes a very attractive price promotion, called the "Reel Meal Deal".





- **Publicity & Procedure**
- **Materials**



## ADVERTISING & PROMOTION MANUAL

### SHOWBIZ PIZZA PLACE FACT SHEET

SHOWBIZ PIZZA PLACE

Phone - \_\_\_\_\_  
Manager - \_\_\_\_\_  
Hours - 11 a.m. to 11 p.m. Sunday through Thursday,  
11 a.m. to midnight Friday and Saturday  
Building Area - \_\_\_\_\_ sq. ft.

(FRANCHISEE INFORMATION)

#### SHOWBIZ PIZZA PLACE, INC.

Home Office - Irving, Texas

First ShowBiz Pizza Place - Kansas City, MO, opened March 3, 1980;  
\_\_\_\_\_ company-owned centers and \_\_\_\_\_ franchised centers now open.

Locations now open or opening soon - Abilene, TX; Akron;  
Albuquerque; Alexandria; Alton, IL; Amarillo; Anderson, IN;  
Appleton, WI; Athens, GA; Atlanta (5); Augusta, GA; Austin (2);  
Bakersfield, CA; Baton Rouge; Benton Harbor, MI; Birmingham (3);  
Bradenton, FL; Buffalo, NY (2); Cedar Falls, IA; Cedar Rapids, IA;  
Charleston, SC; Charlotte, NC; Chattanooga, TN; Chicago (7);  
Cincinnati (3); Colorado Springs (2); Columbia, MO; Columbus, GA;  
Columbus, OH (3); Dallas (7); Davenport, IA; Dayton; Decatur, IL;  
Denver (4); Des Moines; Detroit (3); Dublin, CA; Evansville, IN;  
Farmington, MI; Fayetteville, AR; Flint, MI; Ft. Collins, CO; Ft.  
Lauderdale; Ft. Wayne, IN; Ft. Worth (3); Grand Rapids; Green Bay;  
Greenville, SC; Honolulu; Houston (6); Huntsville, AL; Hutchinson;  
Indianapolis (4); Jackson, MI; Jacksonville, FL (2); Kansas City,  
MO (3); Kansas City, KS (2); Knoxville (2); LaCrosse; Laurel, MD;  
Lincoln; Little Rock; Longview, TX; Los Angeles (2); Lubbock;  
Macon, GA; Madison, WI; Memphis; Milwaukee (2); Mobile; Montgomery;  
Minneapolis/St. Paul (4); Muskegon, MI; Nashville (2); New Orleans  
(3); Oak Lawn, IL; Oklahoma City (3); Omaha (2); Orlando (3);  
Paducah, KY; Pensacola; Peoria; Pittsburgh; Reading, PA; Reno;  
Sacramento; Saginaw; Salina, KS; Salt Lake City; San Angelo, TX;  
San Antonio; San Diego (2); Savannah; Seattle (2); Shreveport;  
South Bend; Springfield, IL; Springfield, MA; Springfield, MO;  
Springfield, OH; St. Louis (3); St. Petersburg; Tampa (2); Terre  
Haute; Topeka; Torrance; Tulsa; Tuscaloosa, AL; Vallejo, CA;  
Visalia, CA; W. Lafayette, IN; Wichita, KS (2); Wichita Falls, TX;  
Wilmington, DE; and York, PA.

CREATIVE ENGINEERING, INC. (Creators of the animated entertainment)  
Aaron Fechter, President  
Home Office - Orlando, Florida

-more-



ADVERTISING & PROMOTION MANUAL



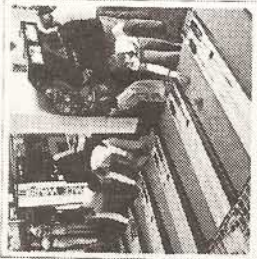
Front Cover

Inside

**COME FOR THE PIZZA...  
STAY FOR THE FUN!**

**T**he Dick McE. Entertainment, a three-divisional group of related shows, are being... ending, best placed shows on three stages, are the hit of every Showbiz Pizza Place!

The like movements of Billy Bob, Fizz, Mitz and... the... in the... technical accuracy of "Electromatics". The... technique is a unique application of computer... Alan... and was conceived by youthful inventor... Inc., 20's owner of Showbiz Pizza Place... and a brilliant team of engineers and musicians in... entertainment skills that move from the games and... sophisticated stage show this side of reality!



**OVER 60 GAMES!**

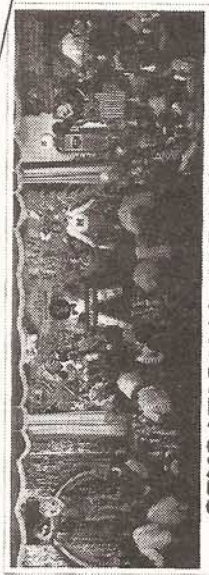
Add to this a quality menu, over 60 of the newest... and a gift shop with over 75 items and you have a... virtual family vacation event close to home... The first Showbiz Pizza Place opened in... Massachusetts in March of 1980. Since that time... the popular food-and-entertainment centers have... opened in several states, with more scheduled... throughout each week.



**GREAT FOOD!**

Pizza, a fresh baked one, one sandwich, soft drinks... make up the menu at Showbiz Pizza Place. The... combination of good food and good fun is termed... for the menu. "Come For The Pizza, Stay For The... Showbiz Pizza Place, Inc. was originated by Dick... Home Corporation and is a national subsidiary of the... company's experience in retail furniture and... Pizza Place, Inc. 4866 Southwest Ave. Suite 21... states. The company is the leading developer of... "entertainment centers" and is currently... "entertainment centers, and operating... and a restaurant supply company.

**FOR MORE INFORMATION CONTACT:**  
Showbiz Pizza Place, Inc.  
4866 Southwest Ave. Suite 21  
Topeka, Kansas 66611 U.S.A.  
Tel: 316-266-7921  
Telex: 437197



**SENSATIONAL FREE SHOWS!**



- **Currently Available Promotions**



- Point of Purchase Advertising
- Materials



- Logo Sheets



ADVERTISING & PROMOTION MANUAL





ADVERTISING & PROMOTION MANUAL







## ADVERTISING & PROMOTION MANUAL



The newest and most unique family dining and entertainment experience is

**NOW HIRING**

- Cashiers • Game Attendants • Clerical • Dining Room Attendants • Cooks
- Costume Characters
- Food Prep. • Etc.

**PLEASE APPLY IN PERSON**

300-300

**SAMPLE**



The newest and most unique family dining and entertainment experience is

**NOW HIRING**

- Cashiers • Game Attendants • Clerical • Dining Room Attendants • Cooks
- Costume Characters
- Food Prep. • Etc.

**PLEASE APPLY IN PERSON**

300-301



The newest and most unique family dining and entertainment experience is

**NOW HIRING**

- Cashiers • Game Attendants • Clerical • Dining Room Attendants • Cooks
- Costume Characters
- Food Prep. • Etc.

**PLEASE APPLY IN PERSON**

300-302



- Photographs

PHOTOS



**ADVERTISING & PROMOTION MANUAL**

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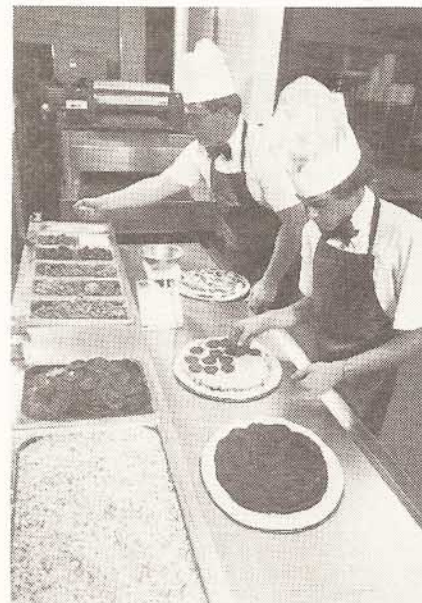
1100-212 SPORTS ROOM



1100-209 SKEE BALL



1100-208 FATZ



1100-213 PIZZA MAKING



1100-211 ROLFE



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Available in color or black & white.



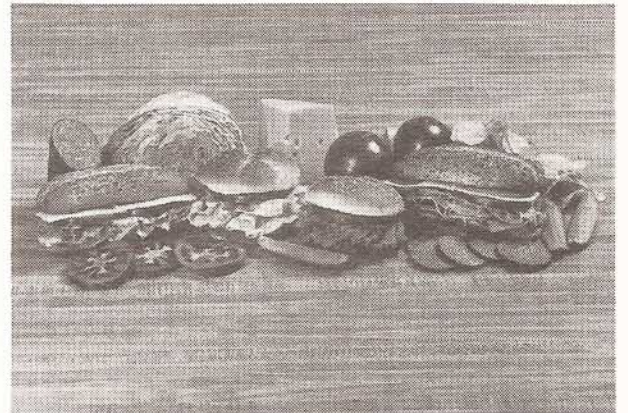
1100-100



1100-101



1100-102




1100-103



MISC.



**ADVERTISING & PROMOTION MANUAL**



### YOUR COMMENTS PLEASE

May we please have your comments on our food and service? Please complete this form and drop it into a convenient mailbox. The postage is pre-paid. Thank you

1. Food Quality:    Very Poor    Poor    Average    Good    Excellent

2. Food Temperature:    Cool    Warm    Hot

3. Service:    Slow    Fast

4. Service:    Not Friendly    Friendly

5. Cleanliness:    Poor    Average    Good

6. Price:    Low    Average    High

7. What did you order:    Pizza    Sandwich    Other

8. How do you rate the animated show:    Poor    Average    Good

9. Comments Suggestions: \_\_\_\_\_



\_\_\_\_\_

Please detach before mailing.

(Your address here)

## A COKE FOR YOUR THOUGHTS

Thank you very much for taking the time to give us your comments. You may present this coupon to the cashier and receive a free regular coke for your efforts.

Limit One Per Customer  
Participating Restaurants Only



1200-225 "COMMENT CARD WITH COKE"      inside  
black on yellow

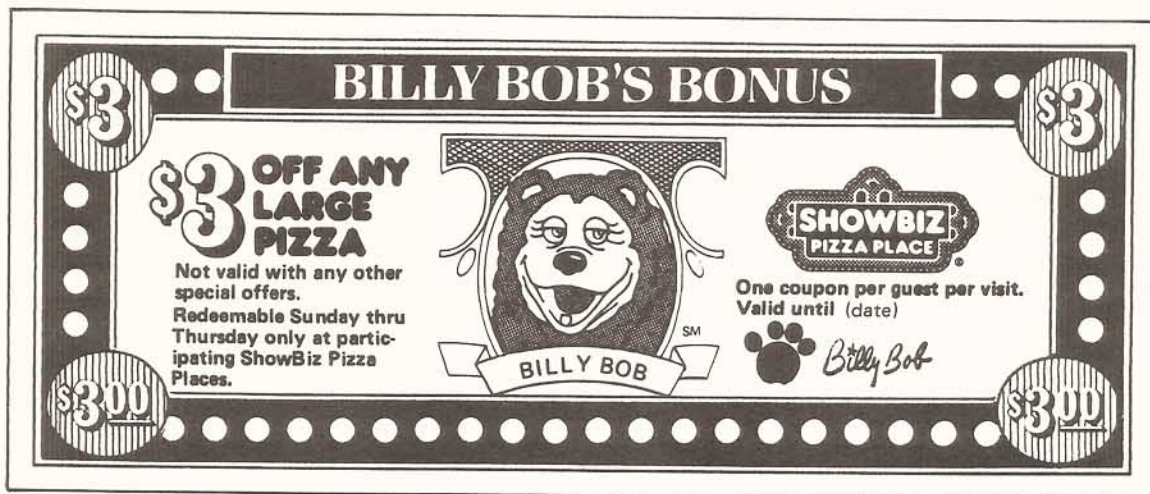
outside



**ADVERTISING & PROMOTION MANUAL**



1200-227 "BILLY BOB'S BONUS BOOK" front cover  
6" x 2½" green, black, on white



inside pages of Billy Bob's Bonus Book



ADVERTISING & PROMOTION MANUAL

**BILLY BOB'S BONUS**

**\$1 OFF ANY PURCHASE**  
(Tokens Excluded)  
Not valid with any other



One coupon per guest per visit.

**\$1**

**BILLY BOB'S BONUS**


**\$1 OFF ANY PURCHASE**  
(Tokens Excluded)  
Not valid with any other



**\$1**

**BILLY BOB'S BONUS**



**\$1 OFF ANY PURCHASE**  
(Tokens Excluded)  
Not valid with any other



**\$1**

**BILLY BOB'S BONUS**


**\$1 OFF ANY PURCHASE**  
(Tokens Excluded)  
Not valid with any other




**\$1**

**BILLY BOB'S BONUS**


**\$1 OFF ANY PURCHASE**  
(Tokens Excluded)  
Not valid with any other special offers.  
Redeemable Sunday thru Thursday only at participating ShowBiz Pizza Places.



**BILLY BOB**<sup>SM</sup>



One coupon per guest per visit.  
Valid until (date)




**\$100**





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## BILLY BOB O'GRAM

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

Date \_\_\_\_\_


Dear \_\_\_\_\_,

I would like to invite your Sunday School Class to come see me at ShowBiz Pizza Place. My friends and I perform a different show every few minutes.


For about \$\_\_\_ to \$\_\_\_ per person, your class can enjoy a special tour of ShowBiz Pizza Place, watch several of our shows and have pizza and soft drinks for everyone!

These tours are available by appointment only, during the following hours: \_\_\_\_\_. Just call \_\_\_\_\_.

YOUR PAL,



**BILLY BOB**  
SHOWBIZ PIZZA PLACE  
Store Location  
Telephone Number





# ADVERTISING & PROMOTION MANUAL



## BILLY BOB O-GRAM

Name  
Address  
City

Date

Dear First Name,

Win or lose...I know you have to unwind somewhere after a game...and you can do it at ShowBiz Pizza Place.

So...  
the first pitcher of beer is only a penny...  
if at least six members of your team come in...  
in uniform...  
after a game.

Our Sports Room is ideal for splitting a couple of pizzas, rehashing the game or playing our sit-down electronic games.

You don't have to make a reservation. Just walk in after a game... with at least six members of the team in uniform...and ask for your penny pitcher of beer.

YOUR PAL,



BILLY BOB  
SHOWBIZ PIZZA PLACE  
Location  
Telephone Number





**ADVERTISING & PROMOTION MANUAL**

**SENSATIONAL FREE SHOWS!  
60 NEW GAMES!**



1200-117 "MAGNETIC SIGN" 22" x 28"  
red, black, yellow on magnetized  
rubber material




**SHOWBIZ PIZZA PLACE®**  
Luncheon VIP Club

The bearer of this card is entitled to one **FREE LARGE COKE®** and **TWO GAME TOKENS** with the purchase of a pizza or sandwich. (Offer good Monday thru Friday, 11:00 a.m.-2:00 p.m., at participating restaurants. Not good with other specials.)

Authorized by *Billy Bob*

VIP Signature \_\_\_\_\_



1200-119 "VIP LUNCHEON" 2" x 3½" card,  
2-sided, red, black & yellow

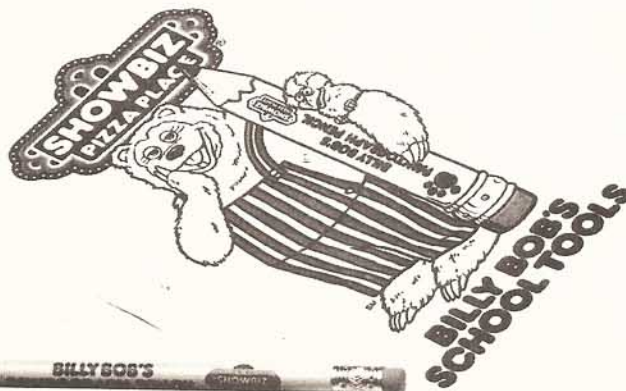


**ADVERTISING & PROMOTION MANUAL**

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1200-118 "SHARE THE FUN BUTTON"  
3" in diameter red, black, on yellow



1200-115 "PENCIL"



1200-116 "RULER"

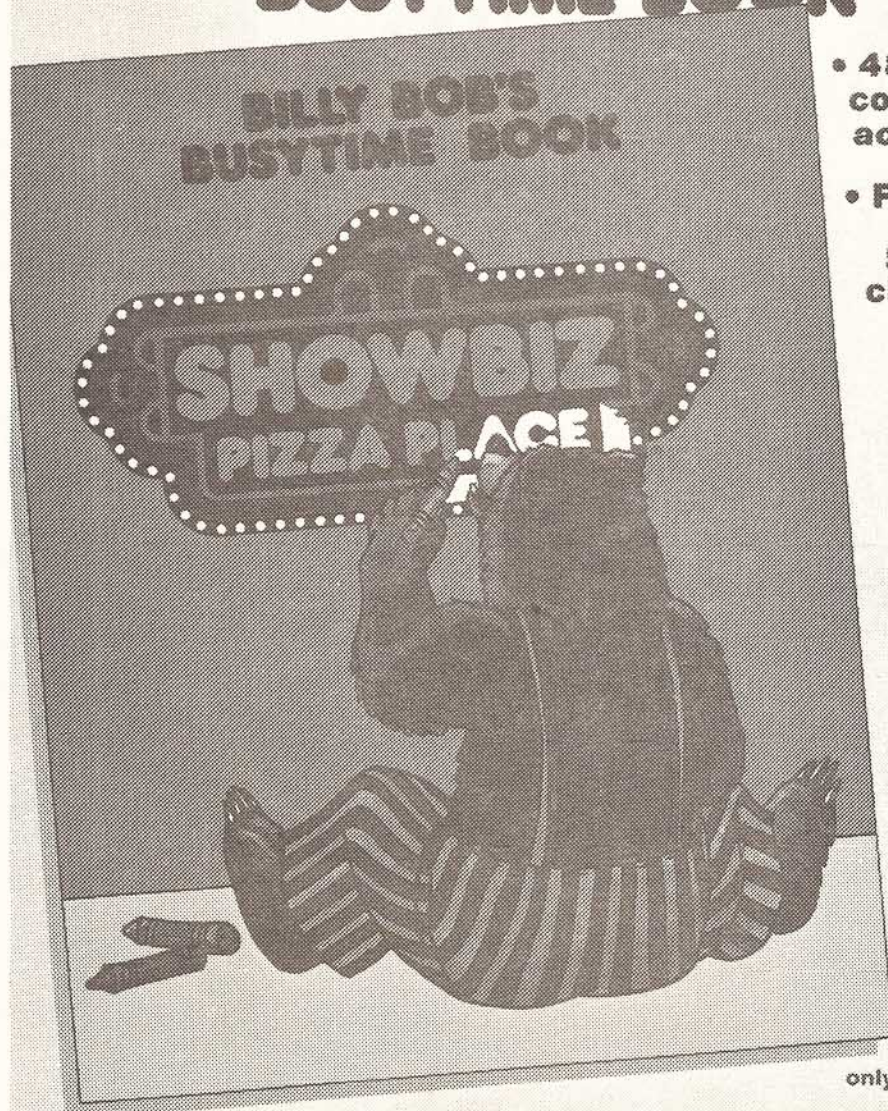
1200-114 "SCHOOL KIT" plastic bag printed  
black, red, yellow, on white



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# BILLY BOB'S BUSYTIME BOOK



- 48 pages of coloring and activity fun!
- Full of your favorite ShowBiz characters!

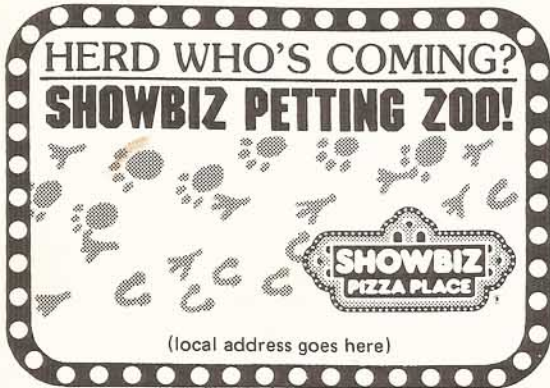
only

**ON SALE NOW IN THE GIFT SHOP!**

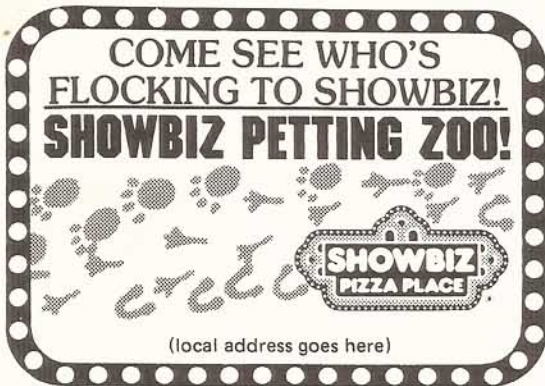
1200-110 "BUSY TIME COLOR BOOK" 11" x 14"  
counter card with easel  
full color



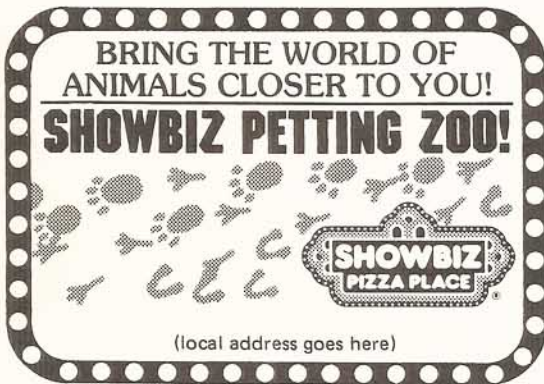
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800-110 "WHO'S COMING" 2 column x 2" newspaper ad



800-111 "WHO'S FLOCKING" 2 column x 2"




800-112 "WORLD OF ANIMALS" 2 column x 2"

**A WHOLE HERD OF FUN FOR THE KIDS!**


**SHOWBIZ PETTING ZOO**

Meet all Billy Bob's traveling friends: Pet a pigmy goat and pat a pony! Love a llama and stroke a snake! Feed the pheasant family and cuddle a cute baby bear!

Tickets **ONLY** at Showbiz: \$1 each or 1 FREE with every \$10 purchase.



(local address goes here)



800-113 "WHOLEHERD" 2 column x 2"



## ADVERTISING & PROMOTION MANUAL

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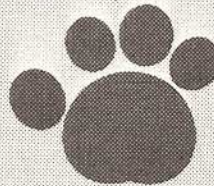


BILLY BOB-O-GRAM

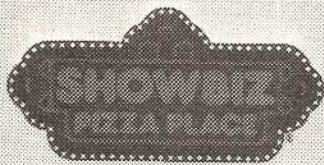
Billy-Bob-O-Grams are available for many uses. They can be used as a follow-up reminder for the Grand Opening VIP party, community events, etc. They are available for your personal message. The following are just two examples of how the Billy-Bob-O-Grams can be utilized.



YOUR PAL,



BILLY BOB



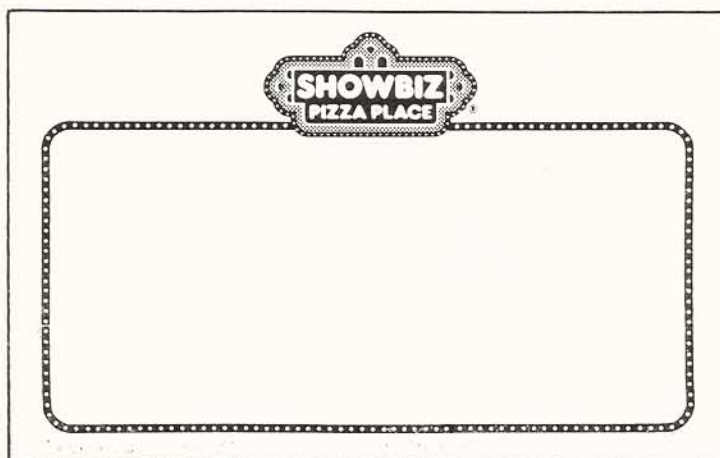
1200-122 BILLY BOB-O-GRAM  
8½" x 11" full color letterhead  
with window envelopes



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**SORRY -  
NO CARRY-OUT ORDERS  
(TONIGHT ONLY)**

700-103 "SORRY NO CARRY OUT" 5½" x 11"  
Black & yellow card with easel

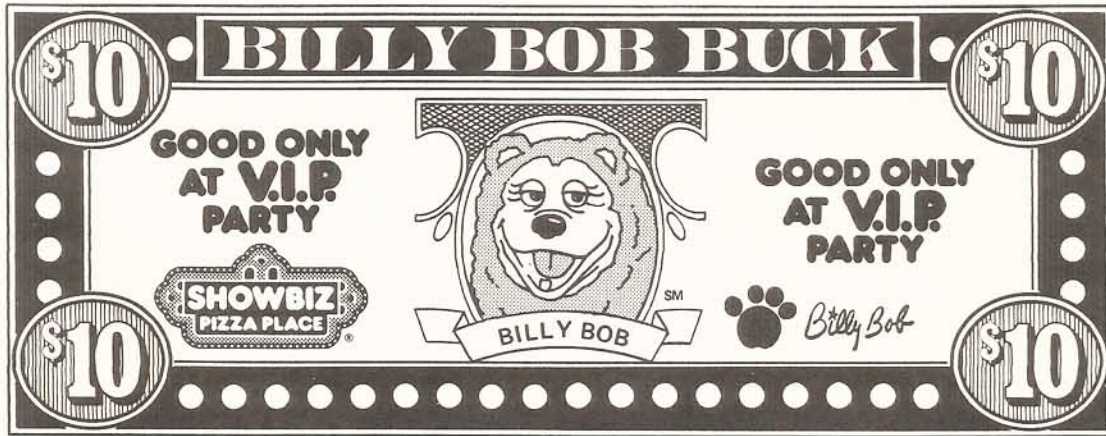


700-104 "NAME TAG" Black on white

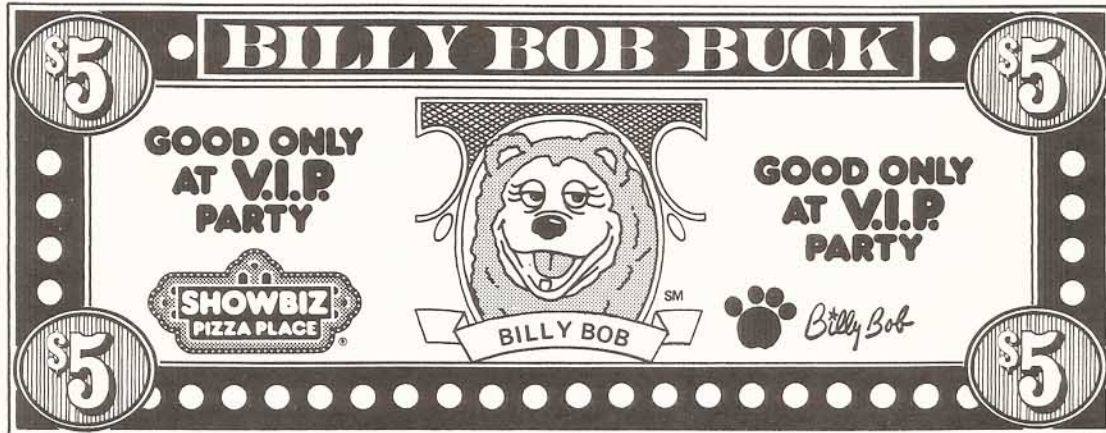




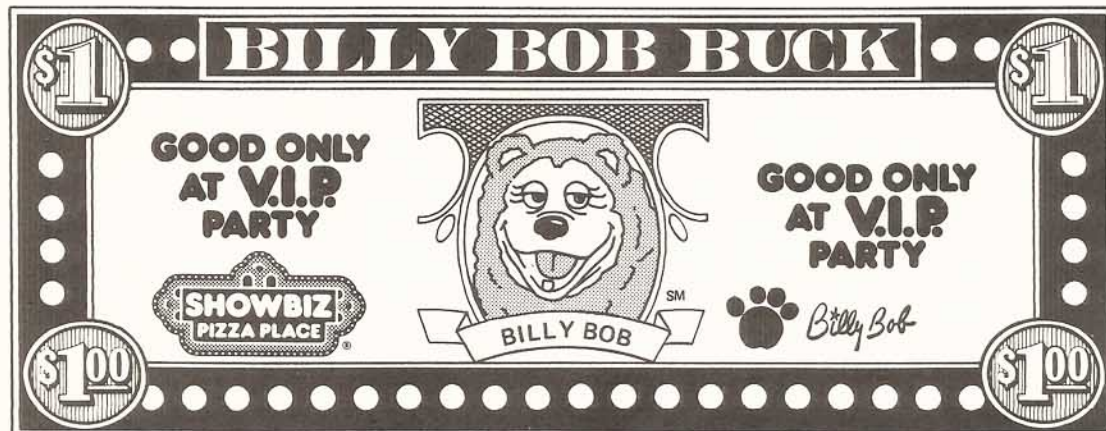
ADVERTISING & PROMOTION MANUAL



700-102A



700-102B



700-102C "BILLY BOB PLAY MONEY" 2½" x 6½"  
Black on Green



**ADVERTISING & PROMOTION MANUAL**



11-11, Sun.-Thu.  
11-Mid. Fri. & Sat  
Viernes y Sabados  
11-12  
Domingo-Jueves 11-11

Free Shows • 60 New Games  
Pizza-Salad-Sandwiches • Beer-Soft Drinks  
Carry Out  
Espectáculos Gratis • 60 Juegos Nuevos  
Pizza-Ensalada-Sandwiches • Cerveza  
Sodas • Ordenes para Llevar

(local address goes here)

500-503 ENGLISH/SPANISH

**SHOWBIZ PIZZA PLACE**

Free Shows!  
60 New Games!  
Pizza-Salad-  
Sandwiches  
Beer-Soft Drinks  
Carry Out



(Hours)

ShowBiz Pizza Place  
(Address.....Phone)

500-502

# SPP FRANCHISEE ADVERTISING AND PROMOTION MANUAL

Date of Origin: 1983  
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Submission by Sptweb  
Version 1.0

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