

# Monthly Musings



courtesy of Fletcher Consulting

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## SMART PROMOTION:

### Royal Wedding Tie-Ins

Saturday, May 19 – When Harry Met Wed Meghan. This momentous occasion spawned marketing promotions across Europe and here in the United States. The cleverest of these include:

- **British Airways'** hosted royal wedding-themed flight #92, which flew from London to Toronto – the city where the bride and groom made their official debut as a couple. Passengers on board received personal bottles of Castelnau Blanc du Blanc champagne, lemon and elderflower Victoria sponge cakes (the same flavor as the royal wedding cake), and they enjoyed episodes of "Suits," Meghan's TV series. Oh, and ALL TEN members of the flight crew were named Harry or Megan. [Read more about the royal flight.](#)

The cleverest of these include...

- **Velveeta** introduced a "Crowns & Cheese" version of its popular "Shells & Cheese" product with crown-shaped macaroni and a gold-plated spoon. The item sold out quickly online, promoted by Velveeta's tongue-in-cheek "[Royal Guide to Being a Princess](#)" spot.

British airways' hosted royal wedding-themed flight #92, which...

- **Kellogg's** opened its NYC Café at 5:30 a.m. EST to serve a royal-themed, cereal-centric breakfast menu curated by former royal chef Darren McGrady (who has spoken in Fort Worth previously). Guests were able to create their own cereal box fascinator, with help from a renowned fashion designer. Chef McGrady created a multi-cereal breakfast menu using the brand's different cereals, including Stately Scones, Krispy Gems scotch eggs, Bars of Gold English flapjacks, Special Krown breakfast bowl, Imperial Pudding, Majestic (cake) Pops, Lemon Luster Wedding Cake and – my favorite – Frosted Flakes Milk Teas. [More here.](#)

Guests were to create their own cereal box fascinator...

- **Dunkin' Donuts** locations were an ocean away from the royal wedding, yet they still managed to join the celebration. [Dunkin' created the Royal Love Donut](#) – a heart-shaped sweet, "filled with jelly and frosted with chocolate icing and a strawberry drizzle." The company also crafted a "Royal Wedding Donut" for Prince William and Kate Middleton for their 2011 wedding.

- **Burger King** launched its own special snack to honor the royal

wedding. [Dubbed the Chicken Royale](#), it was a limited-edition sandwich that included a piece of bread-crumbed chicken and iceberg lettuce, topped with barbeque sauce and two onion rings to signify the royal matrimony. The sandwich was sold throughout the U.K. for wedding weekend.



## SMART PARTNERSHIP:

### Colonial's Fort Worth Invitational

We all saw it – that magnificent kiss, filled with such joy and emotion over a magnificent union.

You may be reflecting on the kiss of the new Duke and Duchess of Sussex mentioned above – the culmination of a ceremony when Harry wed Meghan while two billion people around the world watched with rapt attention.

I am referencing that delicate smooch that American Airlines, AT&T, XTO Energy, Inc. and BNSF (their generous gift more than justifies providing their full name: Burlington Northern Santa Fe) gave to Fort Worth by sponsoring this past week's Fort Worth Invitational at Colonial.

These four stalwarts with ties to Cowtown stood tall in the saddle when approached by Fort Worth Mayor Betsy Price, Fort Worth Chamber of Commerce President/CEO Bill Thornton and the Colonial leadership team.

Each recognized that Fort Worth's reputation was on the line not only in the world of golf, but also in the important arenas of business development and community pride. You might say that Fort Worth's very brand was at stake.

Through their bold action, these four sponsors also bought time for Colonial and the PGA to negotiate a longer-term sponsorship with Charles Schwab that begins next year.

Fort Worth has long been known as a community that steps up when faced with challenges, from the massive flood in 1949 to the horrific tornado of 2000, among many other instances.



John Fletcher is a recognized authority on the subject of effective communications.

He is available for speech-crafting, public speaking engagements and consulting on a project basis.

You and I now have our own bit of responsibility to show our appreciation for these sponsors. We need to support American Airlines and AT&T when we make travel and communications decisions, and we should take notice of local events that XTO and BNSF sponsor and show our support for those organizations as well.

I'm reminded of the song that played here in Fort Worth back in 1961: "My Hometown." My father, Earle Fletcher, managed KXOL Radio at the time, and he bought the rights to have this song customized to promote Fort Worth. [Give it a listen here.](#)

Check out some of the Cowtown aspects that remain prominent:

- Two great schools in TCU and TWC (plus TCC and, in the near future, Tarleton)
- Casa Mañana
- Amon Carter Square
- Bell Helicopter
- Convair planes are now Lockheed Martin
- Museum of Western Art – and now SO many more world-class museums!
- Stock Show & Rodeo – "Friendliest I've found"
- And, of course, "My Hometown" sings about "The Colonial Invitational – brings golfing at its best."

We are resilient. We are resourceful. We pull together. WE – ARE FORT WORTH!

# SMART ENGAGEMENT:

## Wendy Flirts with Burger King

The burger wars are back, and they feature some of the sassiest advertising and publicity stunts in the media. Burger chains have learned that earned media (public relations) is far less expensive than paid media (advertising), so they are implementing some of each.

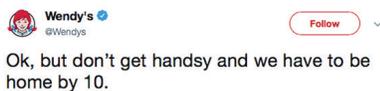
Burger King has become the most active, poking the bear that is McDonald's and flirting with Wendy's as well.

[Burger King's "McMansions" campaign](#) claims to show what were once the lavish backyards of real McDonald's executives. Each yard includes an outdoor grill. The message: "Flame grilling is hard to resist," implying that even McDonald's executives prefer a flame-grilled patty.

[Burger King's "Promposal" campaign](#) invited Wendy to the prom. The BK in Lynn, Massachusetts wrote on its marquee: "@Wendy's prom?" Wendy's responded with its own clever retort: "OK, but don't get handsy and we have to be home by 10."

[Wendy's "Fresh Beef" campaign](#) roasted McDonald's earlier this month when the Golden Arches announced it now offers fresh beef Quarter Pounders across the U.S. Wendy's responded with a string of tweets highlighting that Mickey D's didn't say it planned to switch to fresh beef for ALL its burgers. The Wendy's marketing director stated,

"You shouldn't have to use a decoder ring to figure out what quality you're going to get" when you order a burger.



# SMART EDUCATION:

## Zebbras Play Stringed Instruments

Grandview Elementary School offers a curriculum that no other Texas public school does, at least as far as I know. EVERY student – and there are 300 of them – plays the violin or some other stringed instrument five days per week for the entire school year.

The program began in 2000 with 50 violins and has grown under the supervision of music teacher Vicki Lynn Nichols.

Two weeks ago, 28 students called the Zebra Strings took a tour bus with chaperones to perform in three of the most popular music halls in

Branson, Missouri: Presley's Theater, Dolly Parton's Dixie Stampede and the Clay Cooper Theater, which featured the Haygoods.

Their local community, including my client Grandview

Bank, raised the money to pay for the trip, including bus, hotel, entertainment and food. The Zebra Strings also received a gift from the Haygoods, who traveled from Branson to play before a sold-out audience of over 1,000 in Burseson on April 19. Following the concert, the Haygoods presented the Zebra Strings with a check for \$7,000.

Every community has an inspirational story, and it's my distinct honor to share this one with you.



# THE Tiebreaker

## Different Kind of C-Food

C-Food, not seafood. There is a huge difference at the C-House restaurant just outside Tampa, Florida. Fittingly titled, the C-House eatery's menu consists of foods that begin with the letter "C." Sounds kind of like Sesame Street, right?

The owner focuses on what she calls the big three: cheesecake, champagne and charcuterie. Menu items start with "C" or are craft beers, Canadian beers, ciders, chardonnay wines or call drinks that begin with – you guessed it – a "C." C-House has retitled several call drinks with new names that begin with their mandatory letter.

Make your name stand out and reinforce it with what you do can help create a powerful brand. Just ask what you can learn from this brilliant marketing strategy. Cute. Clever. Classic!

