

# Lord of the Fries



## Prelude

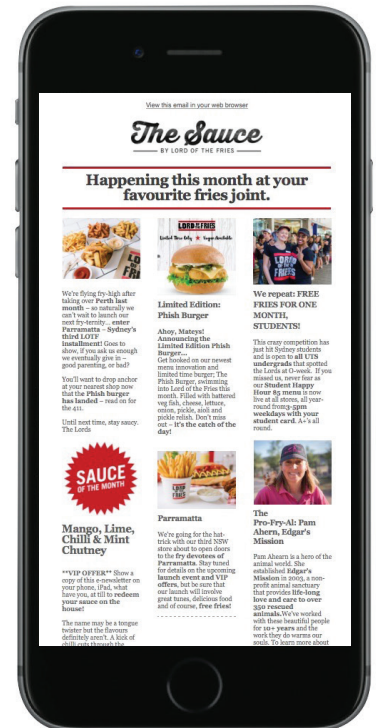
How do you take a Melbourne-based QSR and encourage the public to celebrate its unique point of difference, being 100% vegetarian, while expanding the empire interstate and internationally? Since 2014, Mkt. has been tasked with increasing general brand awareness, in-store foot traffic and direct customer engagement, the brand's online footprint as well as its media presence while introducing new brand positioning to its audience and media and to ultimately drive sales.

## Stories told

Introducing the ethical fast food revolution. Using public relations, direct, local area, content and national marketing, plus driving a strong circle of influence program, Mkt. is capitalising on a time when the public's view of vegetarian and vegan is shifting. We've successfully positioned Lord of the Fries in the right channels as an ethical choice for indulgent meals, late night liquor-fuelled snacks and vegetarian dining du jour.

## Happily Ever After

- The stories we've told: **286**
- Those who have heard and seen: **18,942,937+**
- Examples of famous friends who have dined with the Lords: **The Veronicas, Hughesy, Prince, Nas, Anna Weatherlake and Peter Siddle**
- The fan base we've grown: **10,000+ subscribers over eDM and social media** (Increase of 80%)
- The events we've hosted: **5**



### EVENTS

## Where To Get Free Fries for National French Fry Day!

By Mona Chatkin · 07 Jul 2016

SAVE ARTICLE



## THE HUFFINGTON POST

AUSTRALIA

### More Restaurants And Pubs Are Going Vegan, And It's Great

Sydney's Red Lion Hotel is the latest eatery to go vegan.

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Marrickville cafe Two Chaps in Sydney also switched to a vegetarian-only menu, and we can't forget the always-vegetarian Melbourne fast food chain Lord of the Fries, which has long been a hangover staple for both meat eaters and



# Mkt.