



Hunter PR started by leveraging proprietary tools and databases, as well as trusted partners to ensure they cultivated the right group of influencers for Outback Steakhouse. Using the agency's existing influencer database, combined with primary research and influencer identification tools like GroupHigh, Hunter PR identified a target list of 50 influencers for recruitment.

Based on Outback's target demographic, Hunter PR recommended targeting 50 mom and lifestyle bloggers to reach the right consumers, beginning with 20 and adding 10 per quarter. The agency targeted bloggers who frequent casual dining restaurants, have a national blog reach and strong social followings. This strategy of going deep vs. wide allowed Outback Steakhouse to partner with quality bloggers with an affinity for the brand.

Hunter PR was asked to develop an activation plan in order to engage each Best Mate on an ongoing basis. Each Best Mate is contracted to write about 20 of Outback's national marketing initiatives during 2014 and is compensated via a sponsorship stipend, gift cards and VIP experiences at their local Outback restaurant. For six campaigns, they will write blog posts, and for the other campaigns they're obligated to create social content.

Hunter PR kicked the program off by flying the top 11 Best Mates to Outback's headquarters in Tampa, Fla. for a full brand immersion. During this blogger summit, the Best Mates...

- Attended a kick-off dinner at the original Outback Steakhouse, hosted by CMO John Schaufleberger
- Had a meet and greet with Outback's President, Jeff Smith
- Took a tour of the test kitchen and met Outback's head chef
- Joined a panel discussion and Q&A with Outback's innovation team to learn about menu development
- Got a sneak peek of new menu items, and were first to try the new Moonshine BBQ
- Participated in a cooking demo featuring Outback's famous Bloomin' Onion

#### Results

Hunter PR's impressions goal for the year is 8-10 million, which the firm has already surpassed due to the fact that many bloggers are posting about Outback Steakhouse outside of their scopes of work. In fact, the blogger summit itself resulted in more than 35 million social media impressions in less than 24 hours. National blog coverage to-date includes Tammilee Tips, Little Umbrella, Makobi Scribes Blog and The Divine Miss Mommy.

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## Analysis

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