

# BUILDING A CULT BRAND

## THE CORE BRAND BELIEF: FRESHNESS

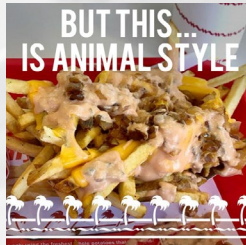


The In-N-Out brand is fueled by an unwavering dedication to fresh food. Every operational and strategic decision checks back to that fresh, quality product. All restaurants must be within a one-day drive to company-owned food commissaries to ensure the freshest ingredients.



### THE SHIPYARD'S ROLE

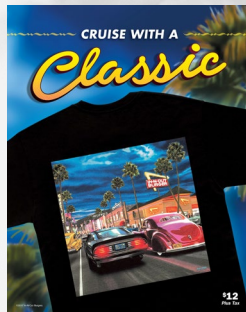
As the brand's creative Agency of Record for the past two decades, we carefully bolster this freshness story with a variety of marketing tactics far beyond traditional advertising. The goal is to deliver mouthwatering food values to spur while deliberately nurturing the brand's cult-like following with subtle and often coded marketing designed to appear like we're not trying very hard (even though we are very deliberate and calculated in every move).



### FOSTERING A FRESHNESS FOLLOWING

In-N-Out Burger is a brand that thrives on humble authenticity. We cultivate the cult following across all touch points from advertising to curated social influencers and even down to the tray liners the food is served on. And then there's the secret menu. There hasn't been an official change to the menu in decades, but the not-so-secret secret menu – animal style, protein style – grows all the time and forms a coded handshake between fan and employee in store.

We fuel the fandom with stylized brand imagery of SoCal car cruising, sunsets, classic cars with tops down adorned on everything: shirts and sneakers to skateboards to greeting cards and wall art, all available in store or via the In-N-Out catalog. Yep, a cult catalog.



### BUILDING THE BUZZ

The Social approach is all about knowing when to lean in, and when to just let it happen. User-generated social content furthers the brand mystique as celebs and everyday fanatics use a trip to In-N-Out as the perfect caper to celebrate success.

### CULTIVATING BRAND ICONOGRAPHY

Every store has a pair of "crossed palms" on premises. The signature "drink cup" palm trees have become branded shorthand for In-N-Out, dancing in social posts, forming fanatical tattoos, and even adorning canvas slip-ons (which sold out in hours after spiking website traffic with 90K visitors in 8 minutes).

### CULTS DELIVER GOOD BUSINESS RESULTS

400%

sales growth over three years (a "Double-Double")

533%

increase in In-N-Out branded merchandise sales

2x

the number of stores exist now since we began our partnership