2013 Calendar (OPNAD, Local, UTB Enterprises)

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec

31 7 14 21 28 4 11 18 25 4 11 18 25 1 8 15 22 29 6 13 20 27 3 10 17 24 1 8 15 22 29 5 12 19 26 2 9 16 23 30 7 14 21 28 4 11 18 25 2 9 16 23

Brand Quality: Big Mac

Customer Experience

OPNAD

$1 Grilled Onion Cheddar on DM | $1 snack 2/12-14 | Fish McBites Launch | $1 Hot N' Spicy | Wrap Energizer | McWrap | BRK Egg White | $1 BPS 5/21-23 | Blue Pom | Energizer | QP Toppers | Monopoly | Core Rehit P BLT | Chicken Wings | SW McWrap | DM & More Launch | QP/ McWrap Event

$1menu McDouble | $1menu McDouble & GOC | Shamrock | Mid-Tier McCafe (FSL/CBC) | Value | Value | McCafe Smoothie/Frappe | Core Rehit | Value | McCafe Pumpkin Spice Latte | Mc Cafe | DM & More

Local TV

$8.99 40pc 1/21-2/10 | $1 drinks/ coffee | $2 McWrap | $1 drinks/ coffee | McWrap | Smoothie Frappe | Local | Local | Local

Local BRK TV

$1.79 Steak Egg Burrito | $1 coffee | $1 coffee | $1.79 Steak Burrito | Wholesome Starts | EWD | wholesome | $1 Coffee | EWD | BRK XVM | McCafe | BRK | BRK | Pumpkin Spice | BRK

Local Radio

$1 drinks & $1 Coffee

$1 GOC | $8.99 40pc | $1 | Fish McBites | Local | McWrap | Local | QP Toppers | Local | Monopoly | QP Toppers | Local | wings | McRib | Local | Entree PFE

$1.79 Steak Burrito | wholesome | Egg White Delight | Smoothie/Frappe | EWD | BRK XVM | Pumpkin Spice | Holiday

Outdoor Digital coupon

$1 GOC | $8.99 40pc | Fish McBites | Local | McWrap | EWD | Local | Value | Local | $1 drinks | Local | BRK/Pumpkin Spice | Local | Holiday

steak bur | $1 coffee | Local | BRK | McCafe | Local | McCafe | Local | McCafe | BRK | Local | McCafe | BRK | McCafe

Direct Mail 1/28 | digital coupon | Direct Mail | digital coupon

UTB 1/7

Local UTB Enterprises

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec

Theme - People / McCafe / BRK

Topics: Winter / All American / McCafe / Value
Hiring Day / McCafe / freq. cards

Suggestive Sell - McBites / McCafe

2 for$333 | 4 MAM

Theme - Profit / Lunch / 24hr

Topics: Summer / No School / 120 Days / 24hr
Bev / Desserts / Execution / McCafe Cold / Sampling

all MAM

Theme-Customer Ex/BRK/Dinner

Topics: Holiday / Back to School / Sports
McCafe Hot / People Week /
Halloween Treats/give a gift

2012 West Union

free any prem roast (6/27-7/15) | $1 any prem roast/iced (7/16-9/2) | $3 any HM (9/3-23) | $1 HCakes $1off-HM Sun-Tue 11/1-?

2 BM/QPC 444
2 EM/SM 333 (6/27-8/6) | $1 Hot Cakes (8/7-9/2)

direct mail 8/7 | direct mail 9/4 | business mail 11/3

2012 Promotions

January	February	March	April	May	June	July	August	September	October	Novmeber	December
Wholesome	Chic McBites	Shamrock	Value	CBC	BBNO	Spicy McBites	Olympics	McDouble	Monopoly	CBO	McRib
Value	Caramel	1.89 DD	Egg MM	FSL	Frappe Chip	smoothie	400 Cal	$1 coffee	McDouble	1.99 DD	McNuggets
1.89 DD	Wholesom	199MCBite	4.99 20pc	$1 drink	Value	Frappe Chip	Frappe Chip	$1 drink	$1 drink	20pc	Peppermint Mocha
4.99 20pc	1.89 DD	free sm coffee	McCafe		$1 drink	BBNO	$1 Drink	1.99 DD	4.9920pc	$1 coffee	$1Menu
Direct Mail					499 20pc			frappe chip	$1 Coffee	$1 drink	$1 Coffee
										Direct Mail	$1 drink

2012 UTB Promotions

Theme - People / McCafe / BRK

Topics: Winter / All American / McCafe / Value
Hiring Day / McCafe / **freq. cards**

Suggestive Sell - McBites / Caramel McCafe

OPS Chicken&Vats / Oatmeal / McCafe / Coffee&Shakes

Theme - Profit / Lunch / 24hr

7/19-9/2

Topics: Summer / No School / **120 Days** / **24hr (2 for 4.44)**
Bev / Desserts / Execution / McCafe Cold / **Sampling**
24hr 2 for 4.44 (7/16-8/19)

UTB Mailer 5/8 | WU+3UTB Mailer 8/7 & 9/4

Blended Ice / Tea / 24hr / Profit

Theme-Customer Ex/BRK/Dinner

Topics: Holiday / Back to School (HM$39/3-23) / Sports
McCafe Hot / People Week / $1/129 Iced Coffee 9/3-?
Halloween Treats/give a gift (sm Mocha)

UTB A Direct Mail

Breakfast / Dinner

Community Happenings

KUIK Fam Fest Washco Fair **2/9-10**

St. Pat's Parade Hills **3/16**

Easter Egg Hunts

Latino Festival Hills Civ Center **4/21**

Conestoga underH2O egg hunt 3/29

Wshco Fair Easter Egg Hunt 3/30?

Easter **3/31**

Hills/Beav/Tualatin Library coupons

Grad Nts

Hills Relay for Life - Hill Stadium **6/22-23**

Hills Tuality Hosp C.A.T Walk 7/4

Hills parade 7/4

Tualatin Relay for Life **7/13-14**

Airshow 7/26-28

Hills Fair 7/25-28

Party/Park THills

Mexican Circus washco fair

Tual Craw Fest parade 8/10

Big Truck day @ conestoga 8/10

Beav. parade

Beav Relay Life **8/3-4**

J.Lewis tele

Walk for Unity Wash Co

Fiestas Patrias

Harvest Festivals

Frite Lites Wash Co

Regatta Run 10/19

Conestoga Comm & Pumpkin Fest 10/25

School Auctions

Holiday parties

Hal. Treat Certs.

Hallo ween 10/31

Thx Giv 11/28

Christmas 12/25

happy meal

Clean Up 1/11-24 | Hello Kitty/Trans 1/25-2/21 | Barbie/Hex Bugs 2/22-3/21 | The Croods 3/22-4/11 | Fijit/Skylanders 4/12-5/2 | Winx/Spy Gear 5/3-23 | Epic 5/24-6/13 | Sketchers/Hot Wheels 6/14-7/2 | Despicable Me 2 7/3-8/1 | Smurfs 2 8/2-29 | Justice/Power R 8/30-9/19 | Wiz of Oz/Batman 9/20-10/10 | Monster High/Star Wars 10/11-31 | Mr.Peabody/Sherman 11/1-19 | BABW/Mario 11/20-12/19 | PaulFrank/TMNT 12/20-1/9

4th Flavor Rotations

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec

Shakes | **Pies** | **McFlurry** | **Dessert**

Shamrock | Straw.Creme | Dulce de Leche | Choc Dipped Cone | Pumpkin | Pralines & Cream | Egg Nog | Holiday

McTeacher's Night

H1 (1/23)

S (2/20)
185 (2/20)
A (2/21)
S(2/26)

S (3/7)
S (3/14)
WU (3/14)
S (3/20)
WU (3/22)

S (4/2, 9,17&23)
H1 (4/4 & 25)
W (4/9)
CM (4/9)
A(4/11 & 23)
CH (4/17)
48 (4/25)

A(5/2 & 9)
H1 (5/7)
WU,S &48 (5/14)
W (5/21)
Ny & CH (5/22)
T (5/30)

H1 (6/5)

No School Dates

1/1-4
1/21
1/28

2/1
2/18

3/15
3/22
3/25-29

4/12

5/24
5/27

6/13
6/14

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec

as of 5/28/13