

Welcome to IF Consulting's weekly e-mail newsletter

December 12, 2003

Our regular email tackles the topical issues that surround all marketing channels and their underlying strategies.

This newsletter is also available as a PDF on our Website (<http://www.i-f.com/E-comLinks02.htm>) if you want to download a version for your hard copy file.

Thank God it's a clever marketing channel

US dining chain TGI. Friday's is set to announce a partnership that may surprise some observers. The chain, well known for its flavorsome, but often-fattening foods, has struck a deal with Atkins, the company famous for developing the low-carbohydrate diet.

The multiyear agreement will see the introduction of low-carb entrées, appetizers and desserts at all 523 domestic US Friday's restaurants. The move clearly indicates that America's changing eating habits are being taken seriously by restaurants. Other restaurants have made similar moves this year, with Applebee's forming an alliance with Weight Watchers, and Ruby Tuesday also introducing a low-carb menu.

For Atkins Nutritionals, partnering with Friday's is just one piece of the company's marketing channel strategy. Atkins also has 125 branded grocery items sold by a number of retailers, from Wal-Mart to 7-Eleven

http://www.usatoday.com/money/industries/food/2003-12-04-fridays_x.htm

IF Comment

TGI Friday's is one of the oldest franchised restaurant brands, having been around since 1965 and weight loss has been a franchise concept since Jean Nidetch created Weight Watchers in the 1960's

Who would have thought that a restaurant famous for serving fried onion rings, french fries and buffalo wings could become a marketing channel for a weight loss company? By partnering with TGI Friday's and possibly with other restaurant chains in the future, Atkins Nutritionals has a direct channel to its target market - the young, the trendy and the image conscious.

Through restaurant channel partnerships, Atkins Nutritionals may be able to avoid either supplying retailers early in its development or becoming retailers in an area in which they probably have no skills.

TGI Friday's has long experience in creating excitement and in offering new products. Atkins Nutritionals can tap into that experience. Their new restaurant marketing channel will also enable them to receive feedback direct from consumers, thus helping them to tailor their product offer further.

For TGI Friday's the advantage lies in being able to broaden its appeal to include the ever



Marketing Channel
Strategy Consultants
Maximizing shareholder value
through creating the best route
to market

IF Asia Pacific Pty Ltd
An International IF Company
ABN 38 970 704 536

390 St Kilda Road Melbourne
Victoria 3004 Australia
Telephone +61 3 9867 8822
Facsimile +61 3 9866 3969

email channels@if.com
www.i-f.com

USA
Europe
Australia
Latin America

increasing numbers of weight-conscious consumers. If the TGI and Atkins Nutritionals alliance works, will we soon be seeing:

Gyms teaming up with plastic surgeons to create a perfect appearance?

Phone companies contracting with hearing aid manufacturers?

Breweries proposing a toast to Alcoholics Anonymous?

Cable TV companies selling exercise bikes??

Snippets

Coming just a day after the announcement of a similar move by Time Warner Cable in the US, the British-based telecommunications giant BT Group said this week that it would market a service that transmits phone calls over the same Internet lanes traveled by e-mail, digital music and Web pages. Analysts say that these two announcements bring a certain legitimacy to the new concept of a voice-over-Internet protocol.

<http://www.iht.com/articles/120858.html>

Thanks to a new fuel discount offered through a partnership with Shell, Australian retail giant Coles Myer has thrown down the gauntlet to main rival Woolworths. The discount has driven sales up by 12%, and prospects are strong for further growth as the venture is rolled out nationwide. Coles Myer CEO John Fletcher expects the fuel network to generate more than AUD3 billion in fuel and convenience store sales when completed.

<http://www.datamonitor.com/~60c43cefb2dd4cdcad8e7a63a2ba26be~/energy/news/product.asp?pid=4F07975E-4DA3-49BF-B4F5-5ED98DB8FA3D>

In a move designed to steer customers away from online travel agencies and towards its own marketing channels, Hilton Hotels has joined the other big hotel companies in offering guests a best-rate guarantee.

http://www.meetingnews.com/meetingnews/headlines/article_display.jsp?vnu_content_id=2045968

Share the Knowledge.

If you have colleagues who would be interested in receiving our weekly email please forward this e-mail to them.

IF Consulting publishes "Our View", a quarterly review of topical marketing channel issues. Samples are available on our website. To receive "Our View", please return this email with your address details.

To unsubscribe, please reply with "unsubscribe" AND a copy of the email address to be removed.



IF|Consulting

IF Consulting is a leading international marketing channel strategy consulting firm with over 30 years experience in a vast number of industry sectors. See our website for further information.

<http://www.i-f.com>