

## Joe's Crab Shack and Slingshot Launch New Ad Concept Nationwide

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### Ad Campaign Brings Unlikely Friends Together for Summer

Joe's Crab Shack launches its new "Summer Buckets" promotion and TV campaign that demonstrates how buckets of Signature BBQ Dungeness Crab, Peel & Eat Shrimp, Mussels Marinara and buckets of ice-cold beer can bring people together. Even the most unusual pairings of friends, such as a cop and a criminal sharing a bucket of crab or the devil and a priest toasting to a good time, will find a reason to come together this summer. The ad campaign uses humor to reinforce the good food, carefree energy and inclusiveness found at Joe's 117 locations nationwide.

To launch the "Summer Buckets" ad campaign, Joe's Crab Shack worked with advertising agency, Slingshot, LLC in Dallas, to develop a new style and format for Joe's Crab Shack's ad campaign. "This real, honest and sometimes irreverent ad campaign shows that the Joe's experience is all about bringing people together around great food," said Slingshot's Creative Director, Peter Wood.

Slingshot filmed the commercial on-site at Joe's to capture the uniquely vibrant atmosphere of its patio and enthusiastic wait staff. The commercial depicts a humorous pairing of unlikely friends brought together because of the promise of a great time and a good meal at Joe's. The "Summer Bucket" promotion is just one of the many concepts that reinforce the company's commitment to a genuine and fresh dining experience.

"We are using a new style and tone unlike our previous ads," said Robin Ahearn, Joe's Crab Shack Vice President of Marketing and Menu. "We want to illustrate the interactive and memorable experiences our customers create with a bucket of craveable crab, a cold beverage and a group of friends."

The campaign starts today, June 3, and will run on national cable and spot television throughout the summer. Slingshot Copywriter is John Mims, Art Director is James Helms and Creative Director is Peter Wood.

Media Newsroom -- a sample commercial is available for viewing and downloading at <http://www.vollmerpr.com/joes>.

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