



HOW WE ELEVATED A GAS STATION INTO A \$9 BILLION CONVENIENCE LIFESTYLE BRAND.

Sheetz is the one-stop, must-have, do-it-all convenience store that spans the East Coast from Pittsburgh to Charlotte and beyond. If you haven't heard of it, you will soon, because it's one of the 20 biggest convenience chains in the United States. Also, because of its fervent community of followers—a group affectionately known as “Sheetz Freakz.”

Over 20 years, we nurtured this brand from a local gas station to a super-regional convenience destination. We touched every aspect of the brand from television ads to employee recruiting, from promoting burgers to launching a coffee brand, and we were involved with every store launch from the North East to the Dirty South. Detailing all the work could easily overwhelm any reader, so below please find select synopses for relevant projects.

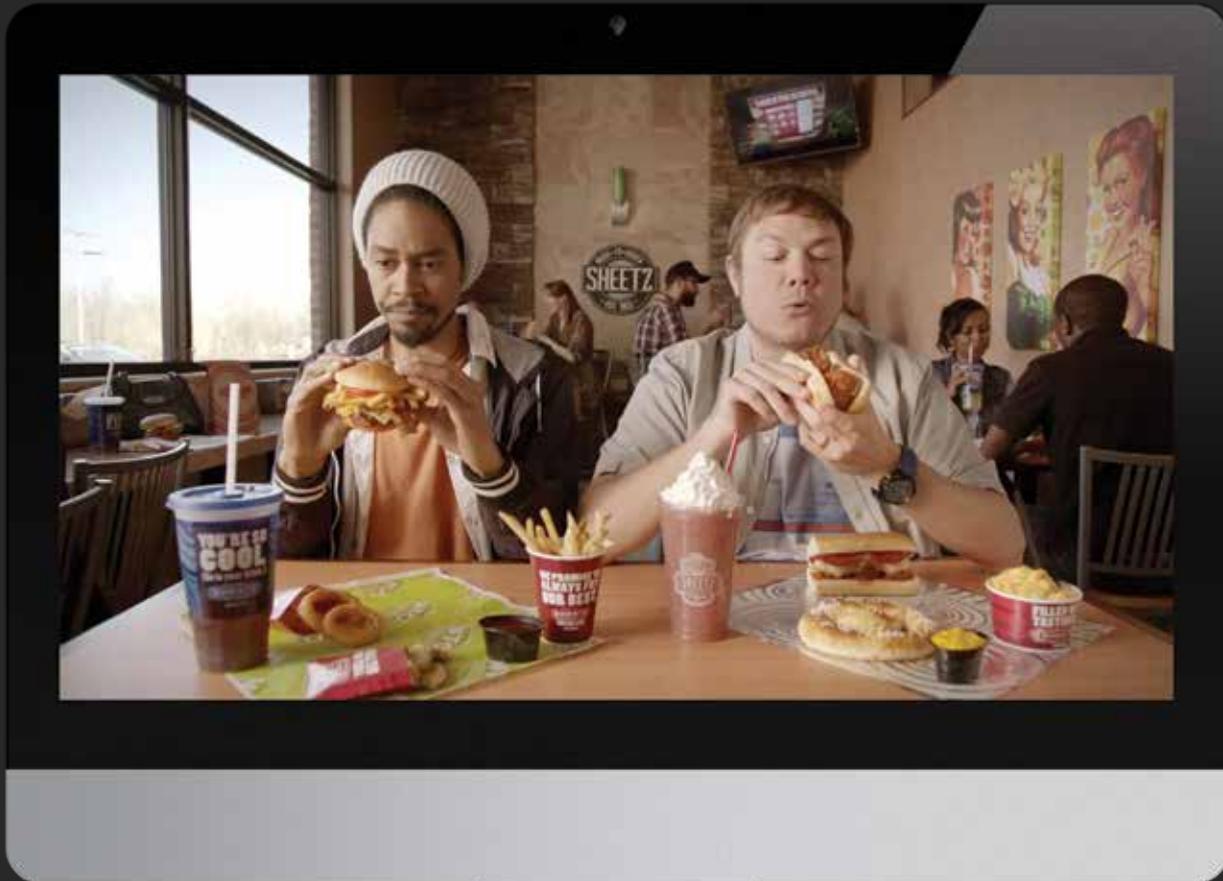




|| CASE STUDY: SHEETZ CONVENIENCE STORES

BRAND CAMPAIGN

To the general public in new Sheetz markets, the idea of a gas station with delicious cuisine is a foreign concept. Most people don't want to fill their bellies at the same place they fill their gas tanks. Tattoo's challenge was to get potential Sheetz customers to look past the pumps and give the food a fair try.



TELEVISION: TASTE SO GOOD
SCAN TO WATCH COMMERCIAL



TELEVISION: "DO NO WRONG" :



TELEVISION: "THIS IS THE OPPOSITE" :



For consumers, having to explain that gas station food is, in fact, delicious is an awkward task. This reality served as the basis for the strategy behind one of our many video campaigns for the brand. We depicted regular people trying Sheetz food and struggling to find the words that explain how good it tastes. A humorous take on a relatable topic.



☛ CASE STUDY: SHEETZ CONVENIENCE STORES

SUMMER BRAND ACTIVATION

THREE WHOLE MONTHS OF MORE

To kick off the campaign, Tattoo created a massive PR strategy dubbed "Summer of Love." For three months, Sheetz rewarded loyal fans who "Feel the Love" with thousands of prizes they loved. Delicious food, free tanks of gas, even hard-to-get concert tickets.

During the Summer of Love, Sheetz more than tripled their Facebook followers, and social engagement skyrocketed by more than 1,000%. Our successful Facebook ad campaign caught the eye of Facebook who in turn asked to publish a case study highlighting our work.



Make it Fun.
Make it Memorable.



☛ EVENT PHOTOGRAPHY





|| CASE STUDY: SHEETZ CONVENIENCE STORES

SHEETZ BROS. COFFEE REBRAND

BREWING UP A BOLD BRAND REFRESH FOR SHEETZ BROS COFFEE

Sheetz brought their coffee program up a notch, launching a newly upgraded Sheetz Bros. Coffee in more than 500 convenience stores. To create widespread awareness and show coffee lovers that Sheetz was dedicated to quality coffee, Tattoo Projects rebranded Sheetz Bros. Coffee and created a launch campaign. The Kick in the Beanz campaign served to convince consumers that a gas station could brew a delicious cup of coffee.



Giving the Brand a Kick in the Beans



|| **BRANDING: CUP REDESIGN**
The language on our cups finally reflected what our customers really wanted.



Tattoo rebranded Sheetz Bros. Coffee, channeling chalkboard art aesthetic for a coffee house feel. We designed everything from the coffee carafes and cups in store to the microsite introducing the new line of coffee. We developed a parallax design to showcase the chalkboard art style of Sheetz Bros. Coffee without seeming too retro. The result was a site that is both informative, on brand, and fun to explore.

The development of an upgraded Sheetz Bros. Coffee, from selecting beans to perfecting the roasting process, is pretty dry in reality. We wanted customers to know, and actually care, that Sheetz was serious about good coffee. To accomplish this, Tattoo created a microsite and a long-form video depicting the process as an actual adventure—the story of Sheetz Bros. Coffee giving quality a kick in the beanz.





☰ **CASE STUDY:** SHEETZ CONVENIENCE STORES

SUMMER PROMO

**YOU SCREAM.
I SCREAM.
WE ALL
SCREAM.
SALES**



Sheetz Frozen
Drinks & Fun



To kick off summer, Sheetz enlisted Tattoo Projects to create a promotional campaign driving frozen beverage sales. We issued this simple dare: stick your tongue up to your drinks. Of course, nobody's tongue actually got stuck, but the simple message resonated with consumers. In the midst of a hot summer day, viewers immediately saw Sheetz Frozen beverages as a delicious, ice cold treat.



PROMOTION COLLATERAL

In order to make the deal realistic, we made life-sized stand-ups to promote the campaign.



SO EASY
IT'S LIKE
MAGIC.
OR IS IT?



ON LOT SIGNAGE :



DIGITAL ADS :

Making life easier is at the very core of what Sheetz stands for, so it makes sense that they would have an App that saves people time and rewards them when they use it. Using the app was as easy as order, pay, pick up. Spreading app awareness proved to be a little more challenging.

And that is how the Sheetz Fairy was born. Tattoo created a larger-than-life, full-of-personality character that poofs his way into the lives of consumers and directs them to Sheetz. The Sheetz Fairy can be found on broadcast TV, digital platforms, radio, out of home billboards, in on-lot signage, and on social media, saving consumers time and sharing rewards with them for using the Sheetz App.

“WALKING TACO” CAMPAIGN

GETTING CUSTOMERS OFF THEIR ASS.

IRREVERENCE PAYS

With a name like Sheetz and a millennial audience, Tattoo Projects proudly tiptoed societal and FTC norms of what we could air. It takes a lot of agency/client trust and respect to take risks, and when executed with discipline, over the long term the risks pay dividends.

To launch the Walking Taco at Sheetz, which is pretty much just an open bag of Fritos with a scoop of chili, we created a character named Larry The Lifelong Sitter, and we berated him to get off his ass. His mom, his boss, and coaches all got involved, but the only thing that got him moving was a Sheetz Walking Taco. The campaign resonated with the audience, and echoed from their radios to Sheetz locations all over the east coast. Sometimes to the chagrin of more conservative moms, but sales far outweighed any complaints.

“WALKING TACO” RADIO SCAN TO LISTEN



PUMP TOPPER



BILLBOARD



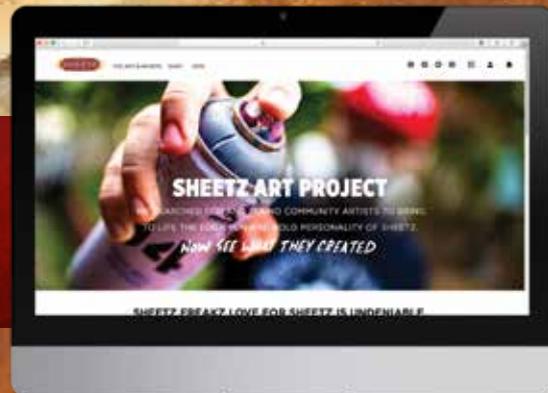


|| CASE STUDY: SHEETZ CONVENIENCE STORES

“WANT IT ALL” CAMPAIGN

FOR THE SHEETZ ART PROJECT WE SENT IN THE CAVALRY.

At the heart of Sheetz is a passionate community that loves to engage with the Sheetz brand. For the Sheetz Art Project, we called on that community to show us how they'd express their love for Sheetz and gave them Sheetz Trucks to use as their canvas.



In the end, six artists made one-of-a-kind work on over one-hundred trucks and across six states. The campaign was featured on advertising websites like The Drum. Limited-edition swag featuring the artwork was made and sold online. The best part? All of the proceeds from the swag went to Sheetz for the Kidz, a charity that helps children in need in every community you can find a Sheetz.



CASE STUDY: SHEETZ CONVENIENCE STORES

INTERNAL YEAREND VIDEOS

After a year's work,
it's okay to beat your chest



YEAREND VIDEO: "SHEETZ FREAKZ"

At the end of every year, we help Sheetz celebrate 12 months of accomplishments by wrapping up with a year-end anthem video. Sometimes they're for the fans. Other times they're for employees, helping them vocalize the pride they have in working for a pioneering brand.



Sheetz isn't just another gas station with gasoline and people meandering in and out. Sheetz is a lifestyle with some of the most passionate fans on the planet. They call themselves "Sheetz Freakz," and are living, breathing free advertising for a brand on the rise. This video, aptly titled "Sheetz Freakz," was crafted to celebrate the diversity and soul of a loyal cult following that is growing stronger by the minute.



YEAREND VIDEO: "FEARLESS"



For this video, we hammered home what it means to be Fearless—to spend your last dime on a dairy store, turn it into a billion-dollar business, and pioneer the quick-serve convenience store industry. Just like the brand's founder, Bob Sheetz, did. It featured quick cuts and movement, meaningful testimonials from employees, and daring stunts—like jumping out of a plane. When it was all said, shot, and done, the client lauded it as the best communications work the Sheetz brand has have ever done.





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“WANT IT ALL” CAMPAIGN



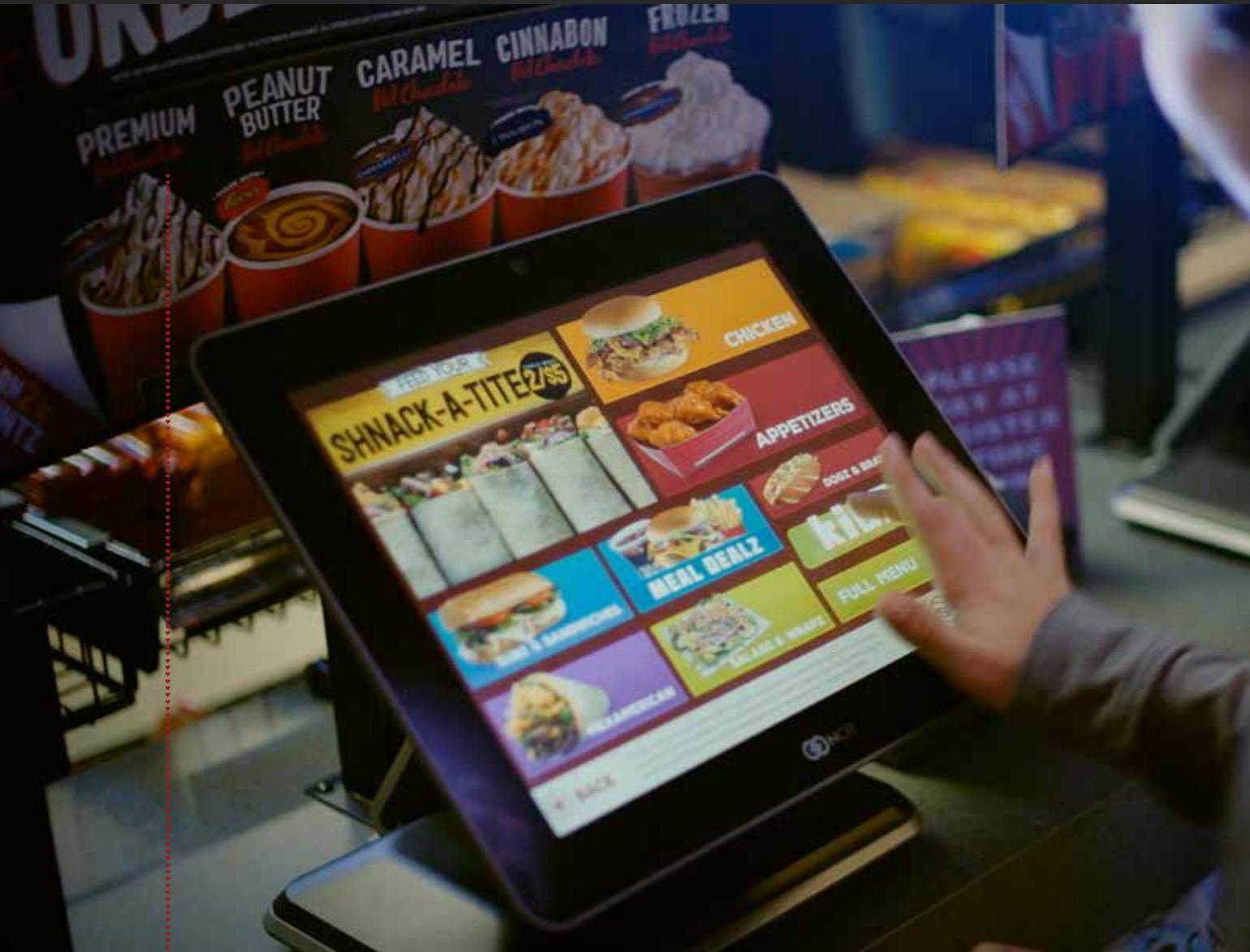
**WHEN YOU
WANT IT ALL
AND YOU
WANT
IT NOW.**

◆◆◆ Sometimes, a big brand promise is really simple. Our billboards communicated an overarching message for Sheetz in just three words: “HAVE IT ALL”, and they did it in the visual style we established with our Super Bowl commercial.



CASE STUDY: SHEETZ CONVENIENCE STORES

“WANT IT ALL” CAMPAIGN



TELEVISION: “I WANT IT ALL”



We can all imagine what “having it all” looks like. But what does “having it all” actually feel like? Our Super Bowl commercial for the brand featured legendary music by Queen, and a party-centric art direction that played up the fun factor of shopping at Sheetz. Are you hungry? Are you ready? Then you get it.



Each billboard featured the simple, but poignant headline “HAVE IT ALL,” model talent from the brand Super Bowl commercial with expressions, and Sheetz brand offerings. The billboard media was strategically placed on central roads, close to stores, in the company’s most popular markets.



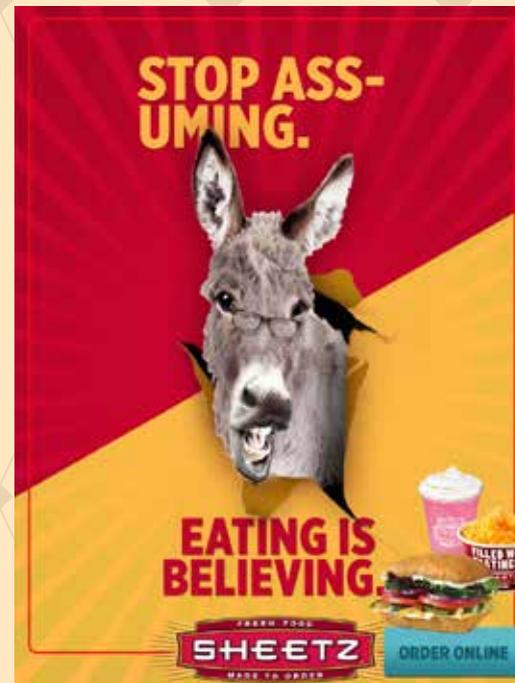


"DANGEROUS ASSUMPTIONS" CAMPAIGN



YOU KNOW
WHAT HAPPENS
WHEN YOU
ASS-UME?

Sheetz wanted everyone that watches Super Bowl to understand you can get restaurant quality food at a gas station. So we were not only competing with the best ads of the year, we were competing with decades of road warrior's assumptions. As we digested the project, the word "assumption" unlocked both how we could satisfy the client request and get break through all the Super Bowl clutter. It was the rare case that a common phrase and a visual metaphor perfectly answered the brief. With that we became the first agency in history to use donkeys and the word Ass-ume to increase food sales at a gas station.



⋮ CASE STUDY: SHEETZ CONVENIENCE STORES

“TIMEBACK” CAMPAIGN

GIVING THE GIFT OF EXTRA TIME

Sheetz’ mission is to give people time back to do more of the things they love. In honor of Global Pay It Forward Day, we helped Sheetz put their mission into action with the “Time Back” campaign. Leveraging social listening tools, we scrubbed Sheetz social platforms to pinpoint Sheetz Freakz who had fallen on hard times



BEHIND THE SCENES ⋮



TIMEBACK RECAP

Watch Full Video

RECIPIENT PRIZES ⋮

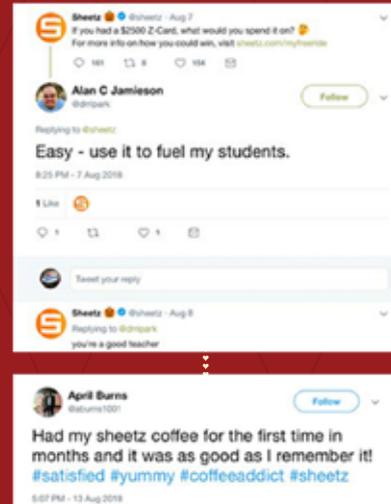


⋮ CASE STUDY: SHEETZ CONVENIENCE STORES

“TIMEBACK” CAMPAIGN

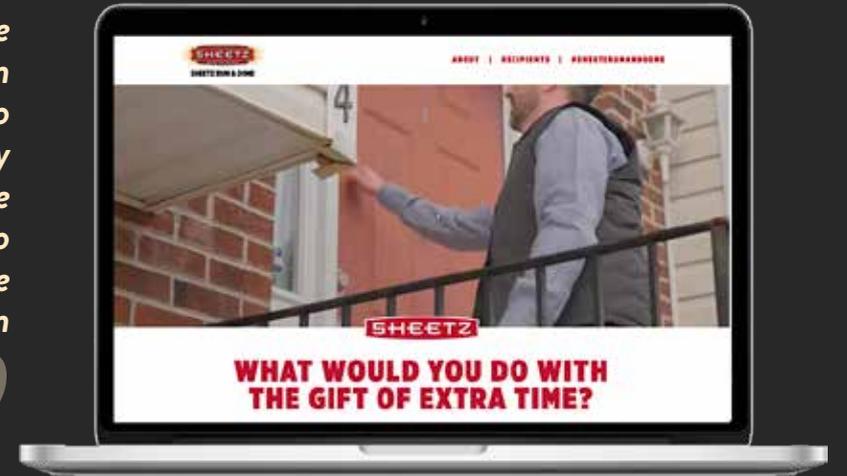
When customers win, brands blossom.

We collaborated with the brand’s executive team to review stories, select recipients, and donate unprecedented prizes to Sheetz fans who simply need some time back. We shot, produced, and promoted five inspiring videos of the in-person donations, telling each recipient’s story and showcasing their emotional reactions. The videos were hosted on a custom #SheetzTimeBack website. We leveraged paid social to drive traffic to the site and encourage Sheetz fans to pay it forward in their own lives. From financial aid and custom-wrapped vehicles to charitable donations and family vacations,



“ Standing behind our core values, we had a once in a lifetime opportunity to surprise a few of our lucky fans with more of the things they love in order to help them enjoy all of the time back they get from shopping at Sheetz. ”

- Ryan Sheetz
AVP of Brand at Sheetz



The
Telly
Awards

Recognition:

⋮ 2020 TELLY WINNER
CAMPAIGN — BRANDED
CONTENT



⋮ BEHIND THE SCENES



☛ CASE STUDY: SHEETZ CONVENIENCE STORES

FOOD PHOTOGRAPHY



Your Mouth Should be Watering by Now



One of our favorite parts of working with Sheetz is the pleasure of shooting beautiful photography. Nearly every piece for the brand is chock-full of over-the-top, vivid, so-real-you-can-touch-it style shots. When consumers see the distinct style of product photography we've crafted over the years, they know it's Sheetz. Mission: accomplished.