

Joe's Crab Shack
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Shark Week Campaign
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Shark Week (June 23rd – 29th) (4 – 5 sentences)

When Joe's Crab Shack asked Love to brainstorm a creative way to incorporate Shark Week in their seafood cuisine and restaurant ambience, the new *Feed the Frenzy* campaign was launched. Taking place during the popular television show Shark Week, which runs from June 23rd-June 29th, these exclusive deals won't last long. With shark sized food bites, an interactive online crab catch game, stylish *Feed the Frenzy* merchandise, and Shark Bite cocktails, Love has reinvented the way the public views one of the leading seafood restaurants in the country. Visit your local Joe's Crab Shack today to dive into shark infested deals the whole family will enjoy!