

**Buffalo Wild Wings** (nickname B-Dubs) is a fast-casual sports restaurant chain that specializes in Buffalo-style chicken wings. A popular chain for football fans, Buffalo Wild Wings was revamped in 2016 to provide customers with a stadium arena sports experience [1]. However, B-Dubs has struggled to remain relevant among an American audience that is less interested in eating at sit-down restaurants. In Nov 2017, B-Dubs was bought by Arby's.



### Basic History

**Founded:** 1982 (renamed in 1998)  
**Home State:** Ohio  
**Founder:** Jim Disbrow and friends

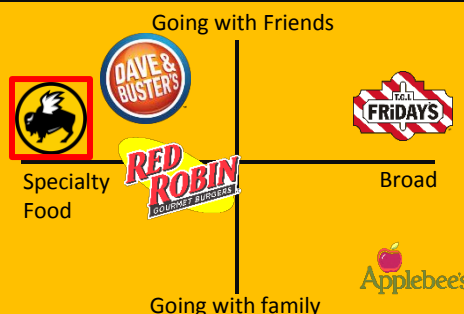
### Basic Information

**Website:** <https://www.buffalowildwings.com/en/>  
**Revenue:** \$1.81 billion, as of 2015  
**Slogan:** Wings. Beer. Sports.

**Primary Audience:** Young men (18-34) living fast-paced lives in the Midwest, who like sports  
**Secondary Audience:** Women and families for whom sports is a part of their bonding

## BRAND INFO

**# of Locations:** 1237 (as of 3/2017)  
**Goal:** Same store sales growth of 2% every year [2]  
**USP:** Large variety of wing flavors, unique sports atmosphere  
**Brand:** Cool sports bar to chill with friends and watch the game  
**Personality:** Masculine (bromance/brofriend), upbeat, energetic  
**Brand Guide:** [https://www.buffalowildwings.com/globalassets/pdfs/press-kit/2014-1994\\_bww\\_style-guide.pdf](https://www.buffalowildwings.com/globalassets/pdfs/press-kit/2014-1994_bww_style-guide.pdf)



### COMPETITORS

Applebee's  
 Red Robin  
 Dave and Buster's  
 Wingstop  
 TGI Friday  
 Chipotle

**Product:** Buffalo wings, **Price:** \$12-20 (food only), **Place:** Buffalo Wild Wing Restaurants; **Promotion:** sport events & digital media

## BRAND CONCERNS AND ISSUES

- 1) The cost of chicken wings is on the rise, resulting in more expensive boned wings [3].
- 2) Buffalo Wild Wings' success is tied to how exciting sports games are. When the season is not good, sales decrease. [4]
- 3) CEO Sally Smith stepped down in June 2017 after an activist investor took control of the majority shares. This has resulted in even greater concerns that corporate-level BWW can't support franchises, decreasing the quality of food
- 4) Restaurant sales have decreased considerably over time. In an effort to change this, Buffalo Wild Wings has proposed a fast-casual version of their full-sized restaurants, unveiled July 2017.

## BASIC MARKETING INFORMATION

**Agencies:** (1) TWBA\Chiat\Day (lead); (2) JAY Marketing (Sports); (3) Periscope; (4) space150  
**Budget:** \$60,000,000 (2015) [5]  
**Current Medium Emphasis:** Major sports ad buys  
**Notes:**

- Willing to try unique, cheap strategies (offsets cost of sports ads)
- Past media strategies blend digital campaigns and expensive sports buys significantly
- Like to buy overtime advertising time at discount

## PAST CAMPAIGNS

**2008:** "Overtime" TV Ad (22 Square)  
*Customer wishes for overtime in game. Person behind the curtains presses buttons to "rig" the game on television*

**2016:** "Text Message" TV Ad on Baseball (T\C\D)  
*Two guys are too distracted by the sports game to realize their friend is texting urgently about a crisis*

**2017:** "We do it for you" March Madness TV Campaign (T\C\D)  
*Friends at BWW jokingly wish ill of opponent (e.g., voodoo doll), but bad luck comes true in the sports game. Supplemented with SM campaign from space150 to share "tools of distraction"*

## PR AND PROMO STRATEGIES

- **Digital Presence:** BWW has a complex mix paid, owned, and earned digital media
- **Existing Sponsorship:** NCAA Corporate Sponsor (all sports), Buffalo Wild Wings Citrus Bowl (college football) [6]
- **College Promo:** Food giveaways on campuses
- **Philanthropy:** Partnership with Boys and Girls Club of America



## DIGITAL/MOBILE STRATEGIES

- **Humorous Game Day Videos** (22 Square, owned media, promoted on brand social media)
- **Sports-Themed Mobile Games** (space150, freemium mobile game about sports)
- **"Subliminal Tweet" Social media Campaign** [7] (Periscope, Twitter campaign implying that BWW has the ability to change the outcome of sports)

[1] <http://www.businessinsider.com/how-buffalo-wild-wings-business-exploded-2015-5> // [2] <http://ir.buffalowildwings.com/releasedetail.cfm?releaseid=1010834> // [3] <https://www.cbsnews.com/news/chicken-wing-prices-flying-high-even-after-national-chicken-wing-day/> // [4] <http://www.businessinsider.com/nfl-is-hurting-buffalo-wild-wings-sales-2015-10> // [5] <http://marketrealist.com/2016/04/inside-buffalo-wild-wings-marketing-strategies/> // [6] <http://www.orlandosentinel.com/sports/college/college-gridiron-365/os-buffalo-wild-wings-new-title-sponsor-of-orlando-bowl-game-20141021-post.html> // [7] <https://digiday.com/awards/digiday-winners-circle-buffalo-wild-wings-subliminal-tweet/>



**Chick-Fil-A** is a family-owned fast food chain that specializes in chicken sandwiches. Opening originally in shopping malls, the chain quickly expanded into freestanding franchises by 1986. As of 2017, Chick-fil-A generates the most revenue per restaurant in the United States [1]. Recently, the company parted ways with their long-time ad agency, The Richards Group [2], in hopes of finding new, creative ways to tell their story.

### Basic History

**Founded:** 1946 (renamed in 1967)  
**Home State:** Georgia  
**Founder:** S. Truett Cathy

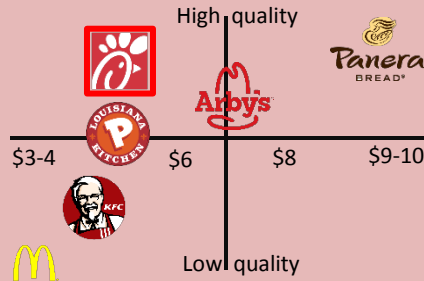
### Basic Information

**Website:** <https://www.chick-fil-a.com/>  
**Revenue:** \$8 billion yearly, as of 2016  
**Slogan:** We didn't invent the chicken, just the chicken sandwich

**Primary Audience:** middle/upper class moms and women in the South  
**New, Secondary Audience:** white-collar working Millennials (18-34) [3]

## BRAND INFO

**# of Locations:** 2,000+ (US and Canada)  
**Goal:** 10 billion sales by 2020 (as of 2012) [4]  
**USP:** chicken sandwiches, drive-thru quality, "second mile" service [5], quality app  
**Brand:** Fun, fast-food chain with quality customer service and food  
**Personality:** Family-friendly, upbeat, wholesome, and trustworthy. Christian values in a fun, and lively atmosphere. (Jester archetype)



### COMPETITORS

Popeye's  
 KFC  
 Church's Chicken  
 Panera Bread  
 McDonald's  
 Wendy's

**Product:** Chicken sandwiches and fast food, **Price:** \$4-6 [6], **Place:** Chick-fil-A stores; **Promotion:** product giveaways & billboards

## BRAND CONCERNS AND ISSUES

- 1) Chick-fil-A is seen as a politically opinionated brand due to its Christian values and 2012 remarks on gay marriage.
- 2) Chick-fil-A is known as a good small chain, but wants to be considered a brand contender in the fast food market (e.g., competitive with McDonalds and Burger King)
- 3) Chick-fil-A struggles to expand in urban areas and colleges, where LGBTQ-groups are likely to protest a store opening.
- 4) Several Chick-fil-A franchises have had health food violations (for more information, see additional links)
- 5) Chick-fil-A has not found a winning strategy following their marketing management shake-up in 2015/2016

## BASIC MARKETING INFORMATION

**Agencies:** (1) McCann (lead agency, cow strategy); (2) Erich & Kallman

**Budget:** \$50,987,000 (2014), 68% increase from 2013

**Current Medium Emphasis:** Television (McCann)

### Notes

- Growing social media presence (particularly with user generated content)
- Media plans are **heavily** supplemented with public relations strategies and promotional events

## PAST CAMPAIGNS

**1994-2016:** "Eat Mor Chickin" Billboard Campaign (Richards Group)

**2016:** "Not as Crazy as You Think" TV Campaign (E&K)

*Famous people discuss "crazy" ideas, and suggests that eating chicken for breakfast is "not as crazy as you think."*

**2017:** "Cowz VR" Grammy's teaser and VR website (McCann)

*Cows experience VR. If you check the site, you "see" what they see.*

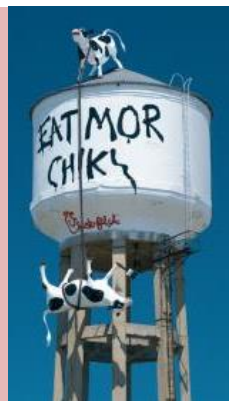
<https://cowzvr.com/>

**2017:** "Mornings Worth Sharing" TV Campaign (McCann)

*Dramatizations of user-generated stories about breakfast and Chick-fil-A.*

## PR AND PROMO STRATEGIES

- **Promotional Coupons:** Chick-fil-A relies heavily on promotional coupons and freebies [7]
- **Digital Presence:** Chick-fil-A actively collects and uses user-generated content. They have an active presence on Facebook, Twitter, Instagram, and Pinterest.
  - o **#BroughtBackTheBBQ** is a good example (<http://shortyawards.com/9th/broughtbackthebbq>)
- **Events:** Cow Appreciation Day
- **Existing Sponsorship:** Chick-fil-A Peach Bowl (College Football Playoff Semifinals); Chick-fil-A Kickoff Game (NCAA D1 Football Game)
- **Philanthropy:** The Chick-fil-A Foundation



[1] <https://www.forbes.com/sites/caroltice/2014/08/14/7-fast-food-restaurantchains-that-rake-in-2m-per-store> // [2] <http://adage.com/article/cmo-strategy/chick-fil-a-drops-richards-group-after-22-years/305057/> // [3] <https://www.usatoday.com/story/money/business/2014/04/07/chick-fil-a-fast-food-dan-cathy/7250871/> // [4] <http://www.nrm.com/latest-headlines/chick-fil-dan-cathy-discusses-recent-executive-promotions> // [5] <https://medium.com/@derekhardin/how-customer-service-helps-build-brand-positioning-chick-fil-a-case-study-6574a77e1f34> // [6] <http://www.fastfoodmenuprices.com/chick-fil-a-prices/> // [7] <http://www.adweek.com/brand-marketing/chick-fil-strategy-give-your-fans-something-do-106477/>