



## UW - BWW - Banner/Mobile Creatives

**Report Type:** Trend

**Report Completed:** 7/12/2018 12:39:48 PM EDT

**Reported Time Period:** 5/1/2016-4/30/2018 (US Internet Display final dollars and impressions through 5/31/2018)

PRODUCT	TOTAL DOLS	MAY 2016 DOLS	JUN 2016 DOLS	JUL 2016 DOLS	AUG 2016 DOLS
Buffalo Wild Wings Bowl : Sponsored Event	25,180	<u>9,945</u>	<u>870</u>		<u>253</u>
Buffalo Wild Wings Citrus Bowl Sponsored Event & FL Hospital : Combo	1,008				
Buffalo Wild Wings Grill : Casual Dining Restaurant	10,620,545	<u>277,466</u>	<u>226,766</u>	<u>160,586</u>	<u>202,037</u>
Buffalo Wild Wings Grill : Corporate Promotion	61,378				<u>25,820</u>
Buffalo Wild Wings Grill : Mobile App	3,220				
Buffalo Wild Wings Grill : Online	149,976	<u>1,327</u>	<u>19</u>		
Buffalo Wild Wings Grill : Recruitment	187		<u>187</u>		
Buffalo Wild Wings Grill Casual Dining Restaurant & EA Games Titanfall 2 Video Game : Combo	5,003				
Buffalo Wild Wings Grill Casual Dining Restaurant & Mountain Dew Soft Drink : Combo	38,083				
Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo	7,274				
Buffalo Wild Wings Grill Casual Dining Restaurant & Yahoo Sports Fantasy Football Online : Combo	344				<u>143</u>
Chilis Grill & Bar Restaurant : Casual Dining Restaurant	793,748	<u>118,024</u>	<u>172,677</u>	<u>19,999</u>	<u>37,056</u>
Chilis Grill & Bar Restaurant : Mobile App	49,451			<u>734</u>	<u>24,190</u>
Chilis Grill & Bar Restaurant : Online	219,373				
Hooters Calendar Girl Tour : Sponsored Event	16,003				
Hooters Of America Inc : Corporate Promotion	255				
Hooters Restaurant : Casual Dining Restaurant	610,596	<u>1,194</u>	<u>1,979</u>	<u>8,883</u>	<u>102,214</u>
Hooters.com : Online	7,130				
TGI Fridays Restaurant : Casual Dining Restaurant	152,122		<u>3,410</u>	<u>84,073</u>	<u>42,181</u>
TGI Fridays Restaurant : Mobile App	5,868				<u>1,383</u>
TGI Fridays Restaurant : Online	30,541				
Wing Stop Restaurant : Casual Dining Restaurant	893,812	<u>209,490</u>	<u>364,760</u>	<u>13,164</u>	<u>15,842</u>
Wing Stop Restaurant : Online	426,357	<u>404,088</u>	<u>3,420</u>	<u>2,383</u>	<u>1,518</u>
Wing Zone Restaurant : Business Proposition	380				
Wing Zone Restaurant : Casual Dining Restaurant	362				
Wingstreet Restaurant : Casual Dining Restaurant	31,356	<u>31,356</u>			
<b>GRAND TOTAL</b>	<b>14,149,552</b>	<b>1,052,890</b>	<b>774,087</b>	<b>289,823</b>	<b>452,637</b>

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Buffalo Wild Wings Bowl : Sponsored Event	902	5,065	3,808	3,280	688
Buffalo Wild Wings Citrus Bowl Sponsored Event & FL Hospital : Combo				1,008	
Buffalo Wild Wings Grill : Casual Dining Restaurant	317,217	345,033	707,439	741,786	246,955
Buffalo Wild Wings Grill : Corporate Promotion	8,262	14,278	401	3,680	178
Buffalo Wild Wings Grill : Mobile App				3,220	
Buffalo Wild Wings Grill : Online	636	919	357	946	
Buffalo Wild Wings Grill : Recruitment					
Buffalo Wild Wings Grill Casual Dining Restaurant & EA Games Titanfall 2 Video Game : Combo			5,003		
Buffalo Wild Wings Grill Casual Dining Restaurant & Mountain Dew Soft Drink : Combo		3,504	400	34,179	
Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo					6,577
Buffalo Wild Wings Grill Casual Dining Restaurant & Yahoo Sports Fantasy Football Online : Combo	201				
Chilis Grill & Bar Restaurant : Casual Dining Restaurant	114,495	18,093	10,659	10,080	12,147
Chilis Grill & Bar Restaurant : Mobile App	23,050	1,478			
Chilis Grill & Bar Restaurant : Online					906
Hooters Calendar Girl Tour : Sponsored Event			6,400		
Hooters Of America Inc : Corporate Promotion					
Hooters Restaurant : Casual Dining Restaurant	11,183	9,525	15,473	14,219	3,598
Hooters.com : Online	2,923	3,551	169	407	80
TGI Fridays Restaurant : Casual Dining Restaurant	2,748	227	714	2,263	539
TGI Fridays Restaurant : Mobile App	4,311				
TGI Fridays Restaurant : Online					
Wing Stop Restaurant : Casual Dining Restaurant	6,147	5,878	7,291	9,567	101,289
Wing Stop Restaurant : Online	375	2,146	2,740	2,255	236
Wing Zone Restaurant : Business Proposition					
Wing Zone Restaurant : Casual Dining Restaurant		362			
Wingstreet Restaurant : Casual Dining Restaurant					
<b>GRAND TOTAL</b>	<b>492,448</b>	<b>410,059</b>	<b>760,854</b>	<b>826,890</b>	<b>373,192</b>

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Buffalo Wild Wings Bowl : Sponsored Event	<u>87</u>	<u>1</u>			
Buffalo Wild Wings Citrus Bowl Sponsored Event & FL Hospital : Combo					
Buffalo Wild Wings Grill : Casual Dining Restaurant	<u>149,453</u>	<u>203,635</u>	<u>425,920</u>	<u>340,826</u>	<u>493,972</u>
Buffalo Wild Wings Grill : Corporate Promotion	<u>2,100</u>	<u>5,605</u>	<u>973</u>	<u>81</u>	
Buffalo Wild Wings Grill : Mobile App					
Buffalo Wild Wings Grill : Online	<u>8,643</u>	<u>14,822</u>	<u>75,188</u>	<u>12,114</u>	<u>1,512</u>
Buffalo Wild Wings Grill : Recruitment					
Buffalo Wild Wings Grill Casual Dining Restaurant & EA Games Titanfall 2 Video Game : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Mountain Dew Soft Drink : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Yahoo Sports Fantasy Football Online : Combo					
Chilis Grill & Bar Restaurant : Casual Dining Restaurant	<u>5,029</u>	<u>3,317</u>	<u>18,747</u>	<u>47,076</u>	<u>17,387</u>
Chilis Grill & Bar Restaurant : Mobile App					
Chilis Grill & Bar Restaurant : Online			<u>116</u>	<u>875</u>	<u>187,135</u>
Hooters Calendar Girl Tour : Sponsored Event					
Hooters Of America Inc : Corporate Promotion					
Hooters Restaurant : Casual Dining Restaurant	<u>2,285</u>	<u>36,389</u>	<u>14,465</u>	<u>5,166</u>	<u>1,283</u>
Hooters.com : Online					
TGI Fridays Restaurant : Casual Dining Restaurant	<u>2,772</u>	<u>1,860</u>		<u>5</u>	<u>10</u>
TGI Fridays Restaurant : Mobile App					
TGI Fridays Restaurant : Online					
Wing Stop Restaurant : Casual Dining Restaurant	<u>26,425</u>	<u>24,661</u>	<u>16,589</u>	<u>12,921</u>	<u>2,370</u>
Wing Stop Restaurant : Online	<u>35</u>	<u>94</u>		<u>966</u>	<u>520</u>
Wing Zone Restaurant : Business Proposition					
Wing Zone Restaurant : Casual Dining Restaurant					
Wingstreet Restaurant : Casual Dining Restaurant					
<b>GRAND TOTAL</b>	<b>196,829</b>	<b>290,384</b>	<b>551,998</b>	<b>420,030</b>	<b>704,188</b>



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Buffalo Wild Wings Bowl : Sponsored Event		<u>227</u>			
Buffalo Wild Wings Citrus Bowl Sponsored Event & FL Hospital : Combo					
Buffalo Wild Wings Grill : Casual Dining Restaurant	<u>419,271</u>	<u>458,451</u>	<u>332,140</u>	<u>886,367</u>	<u>779,657</u>
Buffalo Wild Wings Grill : Corporate Promotion					
Buffalo Wild Wings Grill : Mobile App					
Buffalo Wild Wings Grill : Online	<u>494</u>	<u>15,412</u>	<u>2,416</u>		<u>216</u>
Buffalo Wild Wings Grill : Recruitment					
Buffalo Wild Wings Grill Casual Dining Restaurant & EA Games Titanfall 2 Video Game : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Mountain Dew Soft Drink : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Yahoo Sports Fantasy Football Online : Combo					
Chilis Grill & Bar Restaurant : Casual Dining Restaurant	<u>5,312</u>	<u>7,666</u>	<u>12,024</u>	<u>2,200</u>	<u>3,156</u>
Chilis Grill & Bar Restaurant : Mobile App					
Chilis Grill & Bar Restaurant : Online	<u>1,848</u>	<u>6,340</u>	<u>8,912</u>	<u>4,133</u>	<u>6,533</u>
Hooters Calendar Girl Tour : Sponsored Event				<u>4,916</u>	<u>4,687</u>
Hooters Of America Inc : Corporate Promotion					
Hooters Restaurant : Casual Dining Restaurant	<u>53,716</u>	<u>110,492</u>	<u>10,314</u>	<u>1,457</u>	<u>42,323</u>
Hooters.com : Online					
TGI Fridays Restaurant : Casual Dining Restaurant	<u>1</u>		<u>6,586</u>	<u>4,732</u>	
TGI Fridays Restaurant : Mobile App			<u>128</u>	<u>47</u>	
TGI Fridays Restaurant : Online			<u>23,202</u>	<u>7,339</u>	
Wing Stop Restaurant : Casual Dining Restaurant	<u>1,899</u>	<u>29,109</u>	<u>7,532</u>	<u>5,518</u>	<u>6,561</u>
Wing Stop Restaurant : Online		<u>366</u>	<u>3,876</u>	<u>149</u>	<u>230</u>
Wing Zone Restaurant : Business Proposition					
Wing Zone Restaurant : Casual Dining Restaurant					
Wingstreet Restaurant : Casual Dining Restaurant					
<b>GRAND TOTAL</b>	<b>482,541</b>	<b>628,063</b>	<b>407,131</b>	<b>916,856</b>	<b>843,362</b>



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Buffalo Wild Wings Bowl : Sponsored Event			<u>22</u>	<u>32</u>	
Buffalo Wild Wings Citrus Bowl Sponsored Event & FL Hospital : Combo					
Buffalo Wild Wings Grill : Casual Dining Restaurant	<u>598,395</u>	<u>317,844</u>	<u>275,792</u>	<u>658,323</u>	<u>1,055,216</u>
Buffalo Wild Wings Grill : Corporate Promotion					
Buffalo Wild Wings Grill : Mobile App					
Buffalo Wild Wings Grill : Online	<u>24</u>	<u>8</u>	<u>3,037</u>	<u>5,215</u>	<u>6,671</u>
Buffalo Wild Wings Grill : Recruitment					
Buffalo Wild Wings Grill Casual Dining Restaurant & EA Games Titanfall 2 Video Game : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Mountain Dew Soft Drink : Combo					
Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo					<u>697</u>
Buffalo Wild Wings Grill Casual Dining Restaurant & Yahoo Sports Fantasy Football Online : Combo					
Chilis Grill & Bar Restaurant : Casual Dining Restaurant	<u>9,750</u>	<u>35,190</u>	<u>44,761</u>	<u>58,353</u>	<u>10,553</u>
Chilis Grill & Bar Restaurant : Mobile App					
Chilis Grill & Bar Restaurant : Online	<u>2,473</u>	<u>102</u>			
Hooters Calendar Girl Tour : Sponsored Event					
Hooters Of America Inc : Corporate Promotion			<u>255</u>		
Hooters Restaurant : Casual Dining Restaurant	<u>19,736</u>	<u>603</u>	<u>8,328</u>	<u>84,906</u>	<u>50,865</u>
Hooters.com : Online					
TGI Fridays Restaurant : Casual Dining Restaurant					
TGI Fridays Restaurant : Mobile App					
TGI Fridays Restaurant : Online					
Wing Stop Restaurant : Casual Dining Restaurant	<u>5,779</u>	<u>5,251</u>	<u>4,454</u>	<u>8,839</u>	<u>2,478</u>
Wing Stop Restaurant : Online	<u>82</u>	<u>689</u>	<u>169</u>	<u>23</u>	
Wing Zone Restaurant : Business Proposition			<u>380</u>		
Wing Zone Restaurant : Casual Dining Restaurant					
Wingstreet Restaurant : Casual Dining Restaurant					
<b>GRAND TOTAL</b>	<b>636,239</b>	<b>359,685</b>	<b>337,197</b>	<b>815,690</b>	<b>1,126,479</b>