

UW - BWW - TV Creatives

Report Type: Trend
 Report Completed: 7/12/2018 12:39:13 PM EDT
 Reported Time Period: 5/1/2016-4/30/2018

| PARENT/PRODUCT/TV CREATIVE | TOTAL DOLS | MAY 2016 DOLS | JUN 2016 DOLS | JUL 2016 DOLS | AUG 2016 DOLS |
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| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| <u>\$22 Dinner For 2 4</u> | 14 | | | | |
| <u>3 For Me At \$10 2</u> | 256 | | | | 256 |
| <u>A Friendly Place</u> | 6,456,971 | | | 5,570,152 | 655,057 |
| <u>A Friendly Place/Scenes</u> | 3,327,400 | | | | |
| <u>Almost Free</u> | 1,697,754 | | | | |
| <u>Always Been Known for Ribs</u> | 4,370,106 | | | | |
| <u>Baby It's Back</u> | 3,840,622 | | | | |
| <u>Big Mouth Burgers</u> | 8,308,802 | | | | |
| <u>Celebrate Food with Food</u> | 599,292 | | | | |
| <u>Char-Crusted Sizzling Sirloin</u> | 9 | 9 | | | |
| <u>Char-Crusted Sizzling Sirloin/Locations</u> | 8,787 | 6,927 | 1,860 | | |
| <u>Chicken Lover's Dream</u> | 671,277 | | | | |
| <u>Come Try New Burgers</u> | 16,270 | | | | |
| <u>CREATIVE UNKNOWN</u> | 126,000 | | | 48,900 | 55,400 |
| <u>Don't Curb Your Hunger</u> | 39,155 | | | | |
| <u>Enjoy the Dinner for Two</u> | 1,377,456 | | | | |
| <u>Enjoy Their Baby Back Bonus</u> | 9,642,992 | 5,235,230 | 4,402,299 | 5,103 | |
| <u>Enjoy Their Baby Back Bonus/\$10.99</u> | 99 | 99 | | | |
| <u>Enjoy Your Favorites</u> | 2,075,057 | | | | |
| <u>Feast Your Eyes Tonight</u> | 1,421 | | | | |
| <u>Full-on Best Sellers</u> | 49,184 | | | | |
| <u>Get Better Flavors</u> | 92 | | | | |
| <u>Get Great Steak</u> | 8,004,153 | | | | |
| <u>Get The Best Food</u> | 12,025,629 | | | | |
| <u>Give the Gift of Fajitas</u> | 6,958,938 | | | | |
| <u>Good Times are Back</u> | 14,885,627 | | | | |
| <u>Grass Fed Burgers 2</u> | 3 | | | | 3 |
| <u>Great Offer</u> | 7,018,726 | | | 5,810,332 | 1,208,385 |
| <u>Great Offer/Scenes</u> | 5,638,591 | | | | 3,417,094 |
| <u>Living Life to the Fullest</u> | 39,721 | | | | |
| <u>Lunch Time on Your Time</u> | 4,142,404 | 2,614,885 | 1,527,519 | | |
| <u>Near to Free</u> | 18,145,484 | | | | |
| <u>New Best Sellers</u> | 48,084 | | | | |
| <u>New Delicious Food Items</u> | 943,126 | | | | |
| <u>New Flavors on Offer</u> | 18,409,637 | | | | |
| <u>New Flavors on Offer/-Price</u> | 13,753 | | | | |
| <u>New Lunch Menu</u> | 1,653,025 | | | | |
| <u>New Lunch Menu/-Scene</u> | 64 | | | | |
| <u>No Need To Be Rich To Enjoy</u> | 1,819,803 | | | 1,068,607 | 335,209 |
| <u>Official Watch Party Corner of VCU</u> | 100 | | | | |
| <u>People Sing About Ribs</u> | 955,089 | 642,493 | 312,596 | | |
| <u>Right on It</u> | 18,976 | | | | |
| <u>Saucy Crispy Chicken</u> | 3,530,512 | | | | |
| <u>Sizzling New Menu</u> | 2,390,762 | | | | |
| <u>Sizzling New Menu</u> | 764,807 | | | | |
| <u>Skip the Line</u> | 8,656,934 | | | | 3,033,180 |
| <u>Skip the Line 2</u> | 96,718 | | | | |
| <u>Smoke House Combo 2</u> | 88 | | | | |
| <u>Some Major Improvements</u> | 11,200,876 | | | | |
| <u>Sponsored Deal</u> | 24,678 | | | | |
| <u>Take the Burgers to Go</u> | 19,512 | | | | |
| <u>Taste the New Flavours</u> | 33,321 | | | | |
| <u>The Grass Fed Burger</u> | 4,518,707 | | | 2,534,257 | 1,896,839 |
| <u>The Old Song Has Changed</u> | 6,440,780 | | | | |

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| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| They Got What You Need | 28,741 | | | | |
| They Just Sang It | 30,101 | | | | |
| Three Course Meal | 13,290,611 | | | | |
| Try Bold New Flavors Today | 12,899,873 | | | | |
| Try the Bold & New Flavors | 943,014 | | | | |
| Chilis Grill & Bar Restaurant : Vignette | | | | | |
| Nick@Nite: Problem Solved | 55,629 | | | | |
| Tonight: Free Form Menu | 733 | 733 | | | |
| Tonight: Harry Potter & The Deathly Hallows | 7,387 | 2,651 | 4,736 | | |
| TV MA: The History Of Adult Swim | 12,548 | | | | |
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| \$10 Endless Apps 3 | 44 | | | | 44 |
| \$10 Endless Apps 5 | 19 | | | | |
| \$4 Apps, \$7 Entrees, \$4 Desserts 2 | 78 | 78 | | | |
| A Founding Father Talks | 87,787 | | | | |
| A Tasty Deal | 51,233 | | | | |
| Big Ribs at Friday | 154 | | | | |
| Chose Two Meats & Get Two Sides | 17 | | | | |
| Christmas Greetings | 1,249 | | | | |
| Cocktail, Wine or Beer | 5,640,667 | 4,147,131 | 1,493,503 | 33 | |
| Cocktail, Wine or Beer/Audio & Drinks | 11,284 | 10,299 | 985 | | |
| CREATIVE UNKNOWN | 13,400 | | 13,400 | | |
| Dine And Drink \$12 | 6,692 | 6,692 | | | |
| Eet Delicious Meat | 1,787,097 | | | 1,758,601 | 27,617 |
| Endless Apps are Back | 9,305,625 | | | | |
| Endless Choice of Endless Apps | 16,318,148 | | | 128 | 15,870,504 |
| Endless Good Times | 2,096 | | | | |
| Enjoy the Endless Choice | 4,558,715 | | | | |
| Enjoy the Endless Choice/Fried Pickles | 111,564 | | | | |
| Fire Crafted Plates | 709,132 | | | | |
| Friday Big Ribs | 22 | | | | |
| Fridays Big Ribs 2 | 983 | | | | |
| Get The Endless Apps | 8,974,509 | | | | |
| Get The Whole Lot | 91,053 | | | | |
| Loaded Bacon Nachos, Chicken Quesadillas | 3,500 | | | | |
| Man Spends Friday Night With His Cat | 30,120 | 30,120 | | | |
| Man...Cat/Deleted Scenes | 516,823 | 402,563 | 114,260 | | |
| Merry Christmas Wishes | 1,006 | | | | |
| New Big Ribs | 1,080,578 | | | | |
| New Big Ribs/\$12.99 | 12,204,674 | | | | |
| New Loaded Bacon Nachos | 384,470 | | | | |
| Pick Your Drink | 605,853 | 605,853 | | | |
| Pick...Drink/Pair It with an Adult Beverage | 4,636 | 4,636 | | | |
| Serving The Best Appetizers | 976,869 | | | | |
| Serving The Best Appetizers/Audio Change | 3,014,965 | | | | |
| Serving...Appetizers/ Audio Change, -Text | 1,985 | | | | |
| The Delicious Flights | 78,219 | | | | |
| The Delicious Flights | 40,775 | | | | |
| The Delicious Meat | 6,405,666 | | | | |
| The Delicious Meat/15 combinations | 3,379,638 | | | | |
| The Delicious Meat/Legalese | 218,514 | | | | |
| The Delicious Meat/Legalese | 7,812 | | | | |
| The Delicious Meat/Legalese | 204 | | | | |



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| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| The Hottest and Biggest Party | 1,081 | | 1,081 | | |
| The New Food | 5,328,906 | | | | |
| The New Food | 20,650 | | | | |
| The Perfect Hang Out | 46,677 | | | | |
| Two Meats &Get Two Sides \$14.99 | 120 | | | | |
| TGI Fridays Restaurant : Vignette | | | | | |
| Billboard 2 | 10,316 | | | | |
| Billboard 3 | 439 | | | | |
| Billboard 4 | 247 | | | | |
| Discovery | 17,951 | 17,951 | | | |
| TGI Fridays: Mom - Isms | 1,275 | | | | |
| TGI Fridays: Mom Moments | 3,144 | | | | |
| TGI Fridays: Specials Victims Unit Detective Fired | 249 | | | | |
| Tricks & Tips: Put Electronics Devices Down | 2,605 | | | | |
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| A. Rodgers: Fantasy Draft Party | 1,403 | | | | 152 |
| Beach Food Under \$10 | 762,840 | 659,760 | 102,965 | 115 | |
| Beach...\$10/Music, Peel & Eat Shrimp | 25,450 | | | | |
| Best Experience of Watching a Game | 23,528 | | | | |
| Best Experience of Watching a Game | 10,549 | | | | |
| C Elliott: The Free Wings | 10,102 | | | | |
| C. Elliot: Get The Best Food | 31,966 | | | | |
| CREATIVE UNKNOWN | 4,708,265 | | | | |
| Do Your Fantasy Draft Party | 2,465 | | | | 1,443 |
| Eat & Win | 253,069 | | | | |
| Eat ... Win/Last Scene | 613,633 | | | | |
| Enjoy the Pork Wings | 33,448 | | | | |
| Enjoy the Pork Wings | 7,213 | | | | |
| Famous Sea Foods | 2,553 | | | | |
| Fantasy Draft Party | 1,734 | | | | 749 |
| Get in For Fun | 10,792 | | | | |
| Get in For Fun/Scene | 1,954 | | | | |
| Get The Best Experience | 85,569 | | | | |
| Get The Best Experience/Free Smoked Wings | 238,061 | | | | |
| Get The Best Experience/New Smoked Wings | 187,083 | | | | |
| Get The Best Experience/Text, Metairie, Westbank | 1,036 | | | | |
| Get Your Game On | 4,890 | | | | |
| Get...Experience/Bufalo Shrimp | 2,946,205 | | | | |
| Get...Experience/Scene, Audio, -Harvey Relief | 786,846 | | | | |
| Get...Experience/College Drive | 2,991 | | | | |
| Girls Knows Service | 18,577 | | | | |
| Girls Train for Pro Football/Aloha | 1,716 | | | | |
| Hand Breaded Wings Reinvented 30 Years Ago | 60,228 | | | | |
| Hand Breaded Wings...Ago/Boneless Wings at \$.59 | 2,452 | | | | |
| Here ... Fans/Bufalo Shrimp, November 23rd | 9,377 | | | | |
| Here for the Race Fans | 336,275 | | | | |
| Here for the Race Fans/Free Mountain Dew | 1,707 | | | | |
| J. Gruden...Heaven/Audio & Website | 3,294 | | | | |
| J. Gruden: Visit the Football Heaven | 13,832 | | | | |
| Making it Short and Sweet | 1,381 | 1,381 | | | |
| Making It Short and Sweet | 18,434 | 7,530 | 10,904 | | |
| Making It Short and Sweet/Website Changed | 15,514 | 6,210 | 9,304 | | |
| Marinated and Smoked Wings | 660,107 | | | | |

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| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| No Title Assigned - #19437775 | 14,037 | | | | |
| No Title Assigned - #19444403 | 10,320 | | | | |
| Tacos Bread and Shrimp | 12,929 | 1,990 | 10,824 | 115 | |
| The ... Fans/Buffalo Shrimp, November 23rd | 4,485 | | | | |
| The Home of the Race Fans | 16,219 | | | | |
| The Race Day | 154,029 | | | | |
| The Reason to Celebrate | 4,737 | | | | |
| The...Day/F-Annc, Scenes, Daytona Wings | 3,228 | | | | |
| Watch March Madness | 111,499 | | | | |
| Win A 50in TV | 1,218 | | | | |
| Win a 55 inch TV | 4,736 | | | | |
| World Famous Wings | 2,713 | | | | |
| PBR Monster Energy Buck Off/Hooters : Sponsored Event | | | | | |
| Madison Square Garden | 2,751 | | | | |
| Madison Square Garden 2 | 1,294 | | | | |
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| 360 Degrees Keg Care | 407,169 | | | | |
| A True Right Hand | 389,593 | | | | |
| All Day Every Day | 3,026 | | | | |
| All Summer Long | 2,968,320 | | 1,329,828 | 1,506,264 | 132,228 |
| Awesome Deal For You | 945 | | | | |
| B. Favre: Ball Moves On It's Own | 1,686,840 | | | | |
| B. Favre: Off-Target | 850,029 | | | | |
| Because You Matter | 135,101 | | | | |
| Best ... Before/M-Annc, Slogan, Logo | 10,949,343 | | | | |
| Buffalo Wild Wings 9 | 30,865 | | | | |
| CREATIVE UNKNOWN | 2,306,816 | | | | |
| Don't Be a Sport | 8,092,826 | | | | |
| Easy Options for You | 0 | | | | 0 |
| Enjoy All Day | 24,406 | | | | |
| Enjoy All Season Long | 1,386,250 | | | | |
| Enjoy the Different Flavors | 10,606,032 | | | | |
| Enjoy the Sauces With Personality | 1,048,783 | | | | |
| Enjoy the Spicy Hot Wings | 1,971,189 | | | | |
| Experience ... Climax/Visual | 63,052 | | | | |
| Experience the Climax | 60,974 | 60,974 | | | |
| Find Your New Friend | 5,073,134 | | | | |
| Five Boneless Wings | 26,152 | | | | |
| Foodoo Black Magic | 11,821,950 | | | | |
| Games and Madness | 41,246 | | | 16,197 | 22,600 |
| Games are Better in Groups | 0 | | | | |
| Get Anything You Want | 0 | | | | |
| Get Anything You Want | 0 | | | | |
| Get Many Options | 0 | | | | |
| Get the Feeling of Aliveness | 2,639,591 | | | | 38,223 |
| Getting Two is Good | 7,663 | | | | |
| Hangout For March Madness | 772,565 | | | | |
| Have Your Perfect Meal Time Here | 1,497 | | | | |
| Heaven For Sports Lovers | 156,262 | | | | 40,772 |
| Helpful Menus | 3,644,086 | | | | |
| Kid's Want To Watch The Game 3 | 1,552 | | | | 216 |
| Kids Learning About Teamwork | 342 | | | | |
| Kids Learning About Teamwork | 31,628 | | | | |

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| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| Kids Learning About Teamwork | 33,630 | | | | |
| Kids Learning About Teamwork | 23,500 | | | | |
| Kids Learning About Teamwork | 114,448 | | | | |
| Man Passes On Lucky Hat To Son | 3,757,715 | | 681,218 | 146,240 | |
| Men ... Jail/Legalese | 1,556,774 | | | | |
| Men Watch Game as Mike Goes to Jail | 12,663,760 | | | | |
| Men Watch Game as Mike Goes to Jail/Wing Tuesdays | 98,970 | | 53,021 | 45,949 | |
| Men Watch Game as Mike...Jail/Audio | 3,705,931 | 2,141,308 | 1,204,092 | 357,924 | 216 |
| Men...Jail/11 AM to 2 PM | 1,000 | | 1,000 | | |
| Men...Jail/15 Minutes Lunch Menu | 242,216 | | | 60,418 | 181,798 |
| No Title Assigned - #16626735 | 4,000 | | | | 4,000 |
| No Title Assigned - #16627370 | 30,170 | | 8,137 | 21,865 | 168 |
| Official Hangout For Eleague Fans | 247,958 | | 117,138 | 130,820 | |
| Official Hangout Of March Madness 19 | 288 | | | | |
| Official Hangout Of March Madness 20 | 32 | | | | |
| Quite a Big Surprise | 6,312,509 | | | | |
| Right Amount of Beer Taps | 1,662,022 | | | | 14,950 |
| Serving the Sport Fan's Desires | 1,831,685 | | | | 159,773 |
| Take Over Being the Leader/-NCAA | 395 | | | | |
| Take Up the Challenge | 2,013 | | | | |
| The Best Games | 1,436,794 | | | | |
| The Draft Game | 1,370,303 | | | | 1,142,643 |
| The Draft Game/Text | 210,787 | | | | |
| The Good for One | 66,613 | | | | |
| The Official Hangout for Fans | 102,008 | | | | |
| The Real Entertainment | 642 | | | | |
| Trailblazer of Flavors | 1,046,500 | | | | |
| Utensil Free Food | 3,213,945 | | | | |
| Walls For You | 257,488 | | | | |
| Watch Games And Eat | 13,482,946 | | | | |
| Weekend Starts on Friday | 2,451,859 | | | | |
| Wing Tuesdays & Boneless Thursdays | 3,206,384 | 2,043,705 | 1,046,115 | 75,321 | 37,894 |
| Wings in Different Sauces and Seasonings | 2,716,957 | | | | 6,974 |
| Buffalo Wild Wings Grill : Corporate Promotion | | | | | |
| Kids Learning About Teamwork 2 | 8 | | | | |
| Buffalo Wild Wings Grill : Vignette | | | | | |
| CREATIVE UNKNOWN | 0 | | | | |
| Dragons Live Coverage | 1,706 | | | | |
| FX Seance Of The Week: The Avengers | 12,543 | | | | |
| Support Operation Backpack | 1,381 | | | 152 | 1,229 |
| Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo | | | | | |
| A. Brown; Drink Up | 512 | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| 9x To Perfect The Smoke 9 Wings | 103,829 | 103,829 | | | |
| 9x To Perfect The Smoke 9 Wings | 50,301 | 50,301 | | | |
| All Day Orders | 1,718,842 | | | | |
| Best Preparation with Eleven Flavors | 28,368 | | 20,062 | 8,306 | |
| Best Preparation with Eleven Flavors/Text | 50 | | | | |
| Best...Flavors/Website Featured 2 | 3,502 | | | | 671 |
| Best...Flavors/Website, Phone Number, Moline | 45,991 | | | 2,732 | 23,839 |
| Claim What Belongs to You | 81,331 | | | | 6,489 |
| Come Enjoy Free Wings | 273 | | | | |
| Come Try Classic Bone-In or Boneless | 374 | | | | |
| Come Try the Classic Wings | 413 | | | | |

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| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Continue The Experience | 452 | | | | |
| CREATIVE UNKNOWN | 2,300 | | | | |
| Cure the Crave | 1,927 | | | | |
| Delicious Fiery Wings | 194,239 | | | | 19,410 |
| Delicious Fiery Wings/Chicken Tenders | 467,956 | | | | 9,625 |
| Delicious Fiery Wings/LA Rams | 27,391 | | | | |
| Delicious Irresistible Wings | 866,512 | | | | |
| Dig in to It | 370,476 | | | | 14,078 |
| Do Not Give Up | 857,225 | | | | |
| Don't Give Up | 83,138 | | | | |
| Eat Whenever You Want | 61,113 | | | | |
| Enjoy Freshly Prepared Wings | 24,102 | | | | |
| Enjoy Freshly Prepared Wings/Audio & -Offer | 56,186 | | | | |
| Enjoy the Award Winning Wings | 3,867 | | | | |
| Enjoy the VIP Event | 112 | | | | |
| Enjoy Wings in 11 Flavors | 135,674 | 7,644 | 27,915 | 22,045 | 38,170 |
| Enjoy with the Expert | 47,109 | | | | |
| Enjoy Your Food | 1,017,761 | | | | |
| Facility Overview | 5,658 | | | | |
| Famous Lemon Pepper Wings | 630 | 630 | | | |
| Football & Wings | 117 | 117 | | | |
| Formula for a Perfect GameDay | 561 | | | | 561 |
| Just One Fry | 1,052 | | | | |
| Made When Ordered | 20,436 | 276 | 5,793 | 4,525 | 9,842 |
| Make ... Irresistible/\$29.99 | 5,746 | | | | |
| Make It Irresistible | 109,770 | | | | |
| Man Loves His Lemon Pepper Wings | 1,080 | 1,080 | | | |
| Man Loves His Lemon Pepper Wings 2 | 708 | | 306 | 402 | |
| Man Loves His Lemon Pepper Wings 5 | 1,296 | | 821 | 475 | |
| Menu More Like a Playlist | 1,314,748 | | | | |
| Menu Overview | 340,324 | 160 | 3,037 | 735 | 18,275 |
| More Than 20 Years | 389,817 | | | | |
| Nine Generations and Countless Hours | 8,784 | 8,784 | | | |
| Nobody Can Resist the Fiery Sweetness | 192 | 90 | 102 | | |
| Only One Cure | 1,927 | | | | |
| Only One Place | 65 | | | | |
| Order Online | 150 | | | | 150 |
| Order Online | 1,382,439 | | | | |
| Order Online | 62,600 | | | | |
| Order Online 12 | 442 | | | | |
| Order Online 13 | 16,983 | | | | |
| Order Online 14 | 21,985 | | | | |
| Order Online 15 | 1,151 | | | | |
| Order Online 2 | 9,730 | | | | |
| Order Online 4 | 184 | | | | |
| Order Online 9 | 155 | | | | |
| Outwork to Have | 1,848,885 | | | | |
| Outwork Your Competition | 1,010,895 | | | | |
| Psychedelic Experience | 3,262 | | | | |
| Satisfy Your Craving | 12,936 | | | | |
| Satisfy Your Cravings | 645,605 | | | | |
| Spicy Korean Wings | 84,358 | | | | 7,942 |
| Spicy Korean Wings/ Chicken Strips | 160,872 | | | | 13,412 |
| Start From Fresh | 1,129,132 | | | | |

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| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Start From Fresh 2 | 1,085 | | | | |
| Summer Boneless Bundle | 35,795 | | 6,031 | 17,327 | 12,437 |
| Summer Boneless Bundle/No Offer | 172,352 | | | 31,635 | 32,683 |
| Taste of Passion | 66,194 | | | | |
| Taste That Will Make You Obsessed | 166,476 | | | | |
| The Expert of Wings | 149 | | | | |
| The Experts On Wings | 3 | | | | |
| The Five Reasons | 21,504 | | | | |
| The Game Day Destination | 10,323 | | | | |
| They Have Became Expert | 280,634 | | | | |
| Thousands of Other People Want What You Want | 744,387 | | | | |
| Took Nine Generations | 74,098 | 74,098 | | | |
| Took Nine Generations to Perfect | 96,796 | 96,796 | | | |
| Wing Experts 3 | 952 | | | | |
| Wing Experts 4 | 952 | | | | |
| Wing Experts 5 | 890 | | | | |
| Wing Experts 6 | 974 | | | | |
| Wing Stop Restaurant : Online | | | | | |
| Do Not Give Up | 39 | | | | |
| Order It Online | 172,999 | | | | |
| Order Online & Enjoy | 22,729 | | | | |
| Wing Stop Restaurant : Vignette | | | | | |
| \$500 Scholarship | 1,000 | | | | |
| Cruz Azul vs Dorados 2 | 939 | | | | |
| Scholar Athlete: Nominate Senior Sports Star | 115,423 | | | | |
| TeleMundo Nights | 3,098 | | | | |
| Telemundo Nights: Jose Jose | 1,674 | | | | |
| Telemundo Nights: Mi Familia Perfecta | 1,595 | | | | |
| Tijuana vs Leon | 585 | | | | |
| Wing Zone Enterprises Corp | | | | | |
| Wing Zone Restaurant : Casual Dining Restaurant | | | | | |
| Try The Best Flavors | 2,060 | | | | |
| GRAND TOTAL | 448,487,363 | 18,995,013 | 12,510,852 | 19,245,675 | 28,493,200 |

UW - BWW - TV Creatives

Report Type: Trend
 Report Completed: 7/12/2018 12:39:13 PM EDT
 Reported Time Period: 5/1/2016-4/30/2018

| PARENT/PRODUCT/TV CREATIVE | SEP 2016 DOLS | OCT 2016 DOLS | NOV 2016 DOLS | DEC 2016 DOLS | JAN 2017 DOLS |
|--|------------------|------------------|------------------|------------------|------------------|
| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| <u>\$22 Dinner For 2 4</u> | | | | | |
| <u>3 For Me At \$10 2</u> | | | | | |
| <u>A Friendly Place</u> | 100,292 | 131,470 | | | |
| <u>A Friendly Place/Scenes</u> | 264,148 | 2,919,883 | 143,369 | | |
| <u>Almost Free</u> | 197,221 | 558,104 | 599,557 | 342,872 | |
| <u>Always Been Known for Ribs</u> | | | | | |
| <u>Baby It's Back</u> | | | | | |
| <u>Big Mouth Burgers</u> | | | | | |
| <u>Celebrate Food with Food</u> | | | | | |
| <u>Char-Crusted Sizzling Sirloin</u> | | | | | |
| <u>Char-Crusted Sizzling Sirloin/Locations</u> | | | | | |
| <u>Chicken Lover's Dream</u> | | | | | |
| <u>Come Try New Burgers</u> | | | | | |
| <u>CREATIVE UNKNOWN</u> | | | | | |
| <u>Don't Curb Your Hunger</u> | | | | | |
| <u>Enjoy the Dinner for Two</u> | | | | | |
| <u>Enjoy Their Baby Back Bonus</u> | 360 | | | | |
| <u>Enjoy Their Baby Back Bonus/\$10.99</u> | | | | | |
| <u>Enjoy Your Favorites</u> | | | | | |
| <u>Feast Your Eyes Tonight</u> | | 1,421 | | | |
| <u>Full-on Best Sellers</u> | | | | | |
| <u>Get Better Flavors</u> | | | | | |
| <u>Get Great Steak</u> | | | | | |
| <u>Get The Best Food</u> | | | | | |
| <u>Give the Gift of Fajitas</u> | | | 1,079,411 | 5,879,510 | 0 |
| <u>Good Times are Back</u> | | | | | |
| <u>Grass Fed Burgers 2</u> | | | | | |
| <u>Great Offer</u> | 9 | | | | |
| <u>Great Offer/Scenes</u> | 2,221,497 | | | | |
| <u>Living Life to the Fullest</u> | | | | | |
| <u>Lunch Time on Your Time</u> | | | | | |
| <u>Near to Free</u> | 1,826,918 | 9,781,545 | 6,537,021 | | |
| <u>New Best Sellers</u> | | | | | |
| <u>New Delicious Food Items</u> | | | | | 943,126 |
| <u>New Flavors on Offer</u> | | | | | 17,397,811 |
| <u>New Flavors on Offer/-Price</u> | | | | | 5,855 |
| <u>New Lunch Menu</u> | | | | | |
| <u>New Lunch Menu/-Scene</u> | | | | | |
| <u>No Need To Be Rich To Enjoy</u> | 415,987 | | | | |
| <u>Official Watch Party Corner of VCU</u> | | | | | |
| <u>People Sing About Ribs</u> | | | | | |
| <u>Right on It</u> | | | | | |
| <u>Saucy Crispy Chicken</u> | | | | | |
| <u>Sizzling New Menu</u> | | | | | |
| <u>Sizzling New Menu</u> | | | | | |
| <u>Skip the Line</u> | 2,531,030 | 3,092,718 | | 6 | |
| <u>Skip the Line 2</u> | 21,200 | 75,518 | | | |
| <u>Smoke House Combo 2</u> | | | | | |
| <u>Some Major Improvements</u> | | | | | |
| <u>Sponsored Deal</u> | | 24,678 | | | |
| <u>Take the Burgers to Go</u> | | | | | |
| <u>Taste the New Flavours</u> | | | | | |
| <u>The Grass Fed Burger</u> | 54,447 | 12,911 | 20,253 | | |
| <u>The Old Song Has Changed</u> | | | | | |

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| PARENT/PRODUCT/TV CREATIVE | SEP 2016 DOLS | OCT 2016 DOLS | NOV 2016 DOLS | DEC 2016 DOLS | JAN 2017 DOLS |
|--|------------------|------------------|------------------|------------------|------------------|
| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| They Got What You Need | | | | | |
| They Just Sang It | | | | | |
| Three Course Meal | | | | | |
| Try Bold New Flavors Today | | | | | |
| Try the Bold & New Flavors | | | | | |
| Chilis Grill & Bar Restaurant : Vignette | | | | | |
| Nick@Nite: Problem Solved | | | | | |
| Tonight: Free Form Menu | | | | | |
| Tonight: Harry Potter & The Deathly Hallows | | | | | |
| TV MA: The History Of Adult Swim | | | | | |
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| \$10 Endless Apps 3 | | | | | |
| \$10 Endless Apps 5 | | | | | |
| \$4 Apps, \$7 Entrees, \$4 Desserts 2 | | | | | |
| A Founding Father Talks | | | 13,519 | 74,268 | |
| A Tasty Deal | | | 6,177 | 45,056 | |
| Big Ribs at Friday | | | | | |
| Chose Two Meats & Get Two Sides | | | | | |
| Christmas Greetings | | | | | |
| Cocktail, Wine or Beer | | | | | |
| Cocktail, Wine or Beer/Audio & Drinks | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Dine And Drink \$12 | | | | | |
| Eet Delicious Meat | | | | 879 | |
| Endless Apps are Back | | | | | |
| Endless Choice of Endless Apps | 20 | | | 9,438 | 316,965 |
| Endless Good Times | | | | | |
| Enjoy the Endless Choice | | | | | |
| Enjoy the Endless Choice/Fried Pickles | | | | | |
| Fire Crafted Plates | | | | | |
| Friday Big Ribs | | | | | |
| Fridays Big Ribs 2 | | | | | |
| Get The Endless Apps | | | | | |
| Get The Whole Lot | | | | | |
| Loaded Bacon Nachos, Chicken Quesadillas | | | | | |
| Man Spends Friday Night With His Cat | | | | | |
| Man...Cat/Deleted Scenes | | | | | |
| Merry Christmas Wishes | | | | 952 | 54 |
| New Big Ribs | | | | | |
| New Big Ribs/\$12.99 | | | | | |
| New Loaded Bacon Nachos | | | | | |
| Pick Your Drink | | | | | |
| Pick...Drink/Pair It with an Adult Beverage | | | | | |
| Serving The Best Appetizers | | | | | |
| Serving The Best Appetizers/Audio Change | | | | | |
| Serving...Appetizers/ Audio Change, -Text | | | | | |
| The Delicious Flights | | | | | |
| The Delicious Flights | | | | | |
| The Delicious Meat | | | | | |
| The Delicious Meat/15 combinations | | | | | |
| The Delicious Meat/Legalese | | | | | |
| The Delicious Meat/Legalese | | | | | |
| The Delicious Meat/Legalese | | | | | |

UW - BWW - TV Creatives

Report Type: Trend
Report Completed: 7/12/2018 12:39:13 PM EDT
Reported Time Period: 5/1/2016-4/30/2018

| PARENT/PRODUCT/TV CREATIVE | SEP 2016 DOLS | OCT 2016 DOLS | NOV 2016 DOLS | DEC 2016 DOLS | JAN 2017 DOLS |
|--|------------------|------------------|------------------|------------------|------------------|
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| The Hottest and Biggest Party | | | | | |
| The New Food | | | | | |
| The New Food | | | | | |
| The Perfect Hang Out | | | | | |
| Two Meats &Get Two Sides \$14.99 | | | | | |
| TGI Fridays Restaurant : Vignette | | | | | |
| Billboard 2 | | | | | |
| Billboard 3 | | | | | |
| Billboard 4 | | | | | |
| Discovery | | | | | |
| TGI Fridays: Mom - Isms | | | | | |
| TGI Fridays: Mom Moments | | | | | |
| TGI Fridays: Specials Victims Unit Detective Fired | | | | | |
| Tricks & Tips: Put Electronics Devices Down | | | | | |
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| A. Rodgers: Fantasy Draft Party | 1,083 | 147 | 21 | | |
| Beach Food Under \$10 | | | | | |
| Beach...\$10/Music, Peel & Eat Shrimp | | | | | |
| Best Experience of Watching a Game | | | | | |
| Best Experience of Watching a Game | | | | | |
| C Elliott: The Free Wings | | | | | |
| C. Elliot: Get The Best Food | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Do Your Fantasy Draft Party | 1,022 | | | | |
| Eat & Win | | | | | |
| Eat ... Win/Last Scene | | | | | |
| Enjoy the Pork Wings | 24,223 | 9,225 | | | |
| Enjoy the Pork Wings | 2,723 | 4,490 | | | |
| Famous Sea Foods | | | | | |
| Fantasy Draft Party | 985 | | | | |
| Get in For Fun | | | | | |
| Get in For Fun/Scene | | | | | |
| Get The Best Experience | | | | | |
| Get The Best Experience/Free Smoked Wings | | | | | |
| Get The Best Experience/New Smoked Wings | | | | | |
| Get The Best Experience/Text, Metairie, Westbank | | | | | |
| Get Your Game On | | | 976 | 3,914 | |
| Get...Experience/Buffalo Shrimp | | | | | |
| Get...Experience/Scene, Audio, -Harvey Relief | | | | | |
| Get...Experience/College Drive | | | | | |
| Girls Knows Service | | | 3,739 | 12,482 | 2,356 |
| Girls Train for Pro Football/Aloha | 347 | 1,132 | 237 | | |
| Hand Breaded Wings Reinvented 30 Years Ago | 12,383 | 5,462 | 7,251 | 2,666 | |
| Hand Breaded Wings...Ago/Boneless Wings at \$.59 | | 2,452 | | | |
| Here ... Fans/Buffalo Shrimp, November 23rd | | | | | |
| Here for the Race Fans | | | | | |
| Here for the Race Fans/Free Mountain Dew | | | | | |
| J. Gruden...Heaven/Audio & Website | | 979 | 2,315 | | |
| J. Gruden: Visit the Football Heaven | | 8,930 | 4,902 | | |
| Making it Short and Sweet | | | | | |
| Making It Short and Sweet | | | | | |
| Making It Short and Sweet/Website Changed | | | | | |
| Marinated and Smoked Wings | | | | | |

UW - BWW - TV Creatives

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| PARENT/PRODUCT/TV CREATIVE | SEP 2016 DOLS | OCT 2016 DOLS | NOV 2016 DOLS | DEC 2016 DOLS | JAN 2017 DOLS |
|---|------------------|------------------|------------------|------------------|------------------|
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| No Title Assigned - #19437775 | | | | | |
| No Title Assigned - #19444403 | | | | | |
| Tacos Bread and Shrimp | | | | | |
| The ... Fans/Buffalo Shrimp, November 23rd | | | | | |
| The Home of the Race Fans | | | | | |
| The Race Day | | | | | |
| The Reason to Celebrate | | | | | |
| The...Day/F-Annc, Scenes, Daytona Wings | | | | | |
| Watch March Madness | | | | | |
| Win A 50in TV | | | | | 736 |
| Win a 55 inch TV | | | | | |
| World Famous Wings | | | 2,713 | | |
| PBR Monster Energy Buck Off/Hooters : Sponsored Event | | | | | |
| Madison Square Garden | | | | | 2,751 |
| Madison Square Garden 2 | | | | | 1,294 |
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| 360 Degrees Keg Care | | | 71,980 | 215,589 | 119,600 |
| A True Right Hand | | | 243,255 | 146,338 | |
| All Day Every Day | | | | | |
| All Summer Long | | | | | |
| Awesome Deal For You | | | | | |
| B. Favre: Ball Moves On It's Own | | | | | |
| B. Favre: Off-Target | | | | | 850,000 |
| Because You Matter | | | | 135,101 | |
| Best ... Before/M-Annc, Slogan, Logo | | | | | |
| Buffalo Wild Wings 9 | | | | | |
| CREATIVE UNKNOWN | | 24,000 | 7,216 | 110,000 | |
| Don't Be a Sport | | | | | |
| Easy Options for You | 0 | 0 | 0 | | |
| Enjoy All Day | | | | | |
| Enjoy All Season Long | | 110,406 | 507,975 | 146,077 | |
| Enjoy the Different Flavors | | | | | |
| Enjoy the Sauces With Personality | | | | | 837,200 |
| Enjoy the Spicy Hot Wings | | | 766,149 | 1,085,392 | 119,648 |
| Experience ... Climax/Visual | | | | | |
| Experience the Climax | | | | | |
| Find Your New Friend | | | | | |
| Five Boneless Wings | | | | | |
| Foodoo Black Magic | | | | | |
| Games and Madness | | 1,226 | 628 | 276 | 225 |
| Games are Better in Groups | | | | | |
| Get Anything You Want | | | 0 | | |
| Get Anything You Want | | | 0 | 0 | |
| Get Many Options | | | | | |
| Get the Feeling of Aliveness | 2,564,545 | 36,543 | 280 | | |
| Getting Two is Good | | | | | |
| Hangout For March Madness | | | | | |
| Have Your Perfect Meal Time Here | | | | | |
| Heaven For Sports Lovers | 102,926 | 12,564 | | | |
| Helpful Menus | | 2,732,666 | 911,420 | | |
| Kid's Want To Watch The Game 3 | 426 | 300 | 404 | 206 | |
| Kids Learning About Teamwork | 342 | | | | |
| Kids Learning About Teamwork | | 31,628 | | | |

UW - BWW - TV Creatives

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|--|------------------|------------------|------------------|------------------|------------------|
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| Kids Learning About Teamwork | | 33,630 | | | |
| Kids Learning About Teamwork | | 23,500 | | | |
| Kids Learning About Teamwork | | | | 114,400 | 48 |
| Man Passes On Lucky Hat To Son | | | | | |
| Men ... Jail/Legalese | | | | | |
| Men Watch Game as Mike Goes to Jail | | | | | |
| Men Watch Game as Mike Goes to Jail/Wing Tuesdays | | | | | |
| Men Watch Game as Mike...Jail/Audio | 426 | 845 | 587 | 300 | 154 |
| Men...Jail/11 AM to 2 PM | | | | | |
| Men...Jail/15 Minutes Lunch Menu | | | | | |
| No Title Assigned - #16626735 | | | | | |
| No Title Assigned - #16627370 | | | | | |
| Official Hangout For Eleague Fans | | | | | |
| Official Hangout Of March Madness 19 | | | | | |
| Official Hangout Of March Madness 20 | | | | | |
| Quite a Big Surprise | | | | | |
| Right Amount of Beer Taps | 1,641,982 | 5,090 | 0 | 0 | 0 |
| Serving the Sport Fan's Desires | 1,049,795 | 622,047 | 70 | | |
| Take Over Being the Leader/-NCAA | | | | | |
| Take Up the Challenge | | | | | |
| The Best Games | | | 601,581 | 762,013 | 73,200 |
| The Draft Game | 227,660 | | | | |
| The Draft Game/Text | | | | | |
| The Good for One | | | | | |
| The Official Hangout for Fans | | 21,282 | 32,540 | 32,253 | 15,933 |
| The Real Entertainment | | | | | |
| Trailblazer of Flavors | | | | | 860,200 |
| Utensil Free Food | | 2,451,591 | 762,354 | | |
| Walls For You | | | | 197,688 | 59,800 |
| Watch Games And Eat | | | | | |
| Weekend Starts on Friday | | | | | |
| Wing Tuesdays & Boneless Thursdays | | 535 | 365 | 164 | 144 |
| Wings in Different Sauces and Seasonings | 928,557 | 169,141 | 0 | 110,000 | 191,935 |
| Buffalo Wild Wings Grill : Corporate Promotion | | | | | |
| Kids Learning About Teamwork 2 | | | | | 8 |
| Buffalo Wild Wings Grill : Vignette | | | | | |
| CREATIVE UNKNOWN | | | | 0 | |
| Dragons Live Coverage | | | | | |
| FX Seance Of The Week: The Avengers | | | | | |
| Support Operation Backpack | | | | | |
| Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo | | | | | |
| A. Brown; Drink Up | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| All Day Orders | | | | | |
| Best Preparation with Eleven Flavors | | | 50 | | |
| Best Preparation with Eleven Flavors/Text | | | | | |
| Best...Flavors/Website Featured 2 | 530 | 1,085 | 596 | 620 | |
| Best...Flavors/Website, Phone Number, Moline | 5,236 | 4,765 | 2,465 | 3,492 | 3,462 |
| Claim What Belongs to You | 62,226 | 6,926 | 5,656 | 34 | |
| Come Enjoy Free Wings | | | | | |
| Come Try Classic Bone-In or Boneless | | | | | |
| Come Try the Classic Wings | | | | | |

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|---|------------------|------------------|------------------|------------------|------------------|
| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Continue The Experience | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Cure the Crave | | | | | |
| Delicious Fiery Wings | 43,390 | 68,273 | 63,126 | 40 | |
| Delicious Fiery Wings/Chicken Tenders | 135,020 | 181,796 | 140,996 | 519 | |
| Delicious Fiery Wings/LA Rams | 27,104 | 287 | | | |
| Delicious Irresistible Wings | | | | | |
| Dig in to It | 151,499 | 113,774 | 75,248 | 11,211 | 4,666 |
| Do Not Give Up | | | | | |
| Don't Give Up | | | | | |
| Eat Whenever You Want | | | | | |
| Enjoy Freshly Prepared Wings | | | | | |
| Enjoy Freshly Prepared Wings/Audio & -Offer | | | | | |
| Enjoy the Award Winning Wings | | | | | 72 |
| Enjoy the VIP Event | | | | | |
| Enjoy Wings in 11 Flavors | 3,002 | | 946 | 17,615 | 17,901 |
| Enjoy with the Expert | | | | | |
| Enjoy Your Food | | | | | |
| Facility Overview | | 2,762 | 2,896 | | |
| Famous Lemon Pepper Wings | | | | | |
| Football & Wings | | | | | |
| Formula for a Perfect GameDay | | | | | |
| Just One Fry | | | | | |
| Made When Ordered | | | | | |
| Make ... Irresistible/\$29.99 | | | | | |
| Make It Irresistible | | | | | |
| Man Loves His Lemon Pepper Wings | | | | | |
| Man Loves His Lemon Pepper Wings 2 | | | | | |
| Man Loves His Lemon Pepper Wings 5 | | | | | |
| Menu More Like a Playlist | | | | | |
| Menu Overview | 293 | | 11,050 | 263,909 | 38,846 |
| More Than 20 Years | | | | | |
| Nine Generations and Countless Hours | | | | | |
| Nobody Can Resist the Fiery Sweetness | | | | | |
| Only One Cure | | | | | |
| Only One Place | | | | | |
| Order Online | | | | | |
| Order Online | | | | | |
| Order Online | | | | | |
| Order Online 12 | | | | | |
| Order Online 13 | | | | | |
| Order Online 14 | | | | | |
| Order Online 15 | | | | | |
| Order Online 2 | | | | 9,730 | |
| Order Online 4 | | | | | |
| Order Online 9 | | | | | |
| Outwork to Have | | | | | |
| Outwork Your Competition | | | | | |
| Psychedelic Experience | | | | | |
| Satisfy Your Cravings | | | | | |
| Satisfy Your Cravings | | | | | |
| Spicy Korean Wings | 34,893 | 21,350 | 20,173 | | |
| Spicy Korean Wings/ Chicken Strips | 70,858 | 33,313 | 43,089 | 200 | |
| Start From Fresh | | | | | |

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|---|-------------------|-------------------|-------------------|------------------|-------------------|
| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Start From Fresh 2 | | | | | |
| Summer Boneless Bundle | | | | | |
| Summer Boneless Bundle/No Offer | 6,836 | 5,311 | 6,940 | 86,225 | 2,373 |
| Taste of Passion | | | | | |
| Taste That Will Make You Obsessed | | | | | |
| The Expert of Wings | | | | | |
| The Experts On Wings | | | | | |
| The Five Reasons | | | | | |
| The Game Day Destination | 2,751 | 2,510 | 2,918 | 2,144 | |
| They Have Became Expert | | | | | |
| Thousands of Other People Want What You Want | | | | | |
| Took Nine Generations | | | | | |
| Took Nine Generations to Perfect | | | | | |
| Wing Experts 3 | | | | | |
| Wing Experts 4 | | | | | |
| Wing Experts 5 | | | | | |
| Wing Experts 6 | | | | | |
| Wing Stop Restaurant : Online | | | | | |
| Do Not Give Up | | | | | |
| Order It Online | | | | | |
| Order Online & Enjoy | | | | | |
| Wing Stop Restaurant : Vignette | | | | | |
| \$500 Scholarship | | | | 50 | 465 |
| Cruz Azul vs Dorados 2 | | 939 | | | |
| Scholar Athlete: Nominate Senior Sports Star | | | | | |
| TeleMundo Nights | | | | | |
| Telemundo Nights: Jose Jose | | | | | |
| Telemundo Nights: Mi Familia Perfecta | | | | | |
| Tijuana vs Leon | | | 585 | | |
| Wing Zone Enterprises Corp | | | | | |
| Wing Zone Restaurant : Casual Dining Restaurant | | | | | |
| Try The Best Flavors | 598 | 391 | 207 | 506 | 214 |
| GRAND TOTAL | 14,736,790 | 23,351,541 | 12,705,206 | 9,824,135 | 21,867,042 |

UW - BWW - TV Creatives

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| PARENT/PRODUCT/TV CREATIVE | FEB 2017 DOLS | MAR 2017 DOLS | APR 2017 DOLS | MAY 2017 DOLS | JUN 2017 DOLS |
|--|------------------|------------------|------------------|------------------|------------------|
| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| <u>\$22 Dinner For 2 4</u> | | | | | |
| <u>3 For Me At \$10 2</u> | | | | | |
| <u>A Friendly Place</u> | | | | | |
| <u>A Friendly Place/Scenes</u> | | | | | |
| <u>Almost Free</u> | | | | | |
| <u>Always Been Known for Ribs</u> | | | | | |
| <u>Baby It's Back</u> | | | | | |
| <u>Big Mouth Burgers</u> | | | | | |
| <u>Celebrate Food with Food</u> | | | | 514,020 | 85,272 |
| <u>Char-Crusted Sizzling Sirloin</u> | | | | | |
| <u>Char-Crusted Sizzling Sirloin/Locations</u> | | | | | |
| <u>Chicken Lover's Dream</u> | 509,978 | 161,299 | | | |
| <u>Come Try New Burgers</u> | | | | | |
| <u>CREATIVE UNKNOWN</u> | | | | | |
| <u>Don't Curb Your Hunger</u> | | | | | |
| <u>Enjoy the Dinner for Two</u> | | | | | |
| <u>Enjoy Their Baby Back Bonus</u> | | | | | |
| <u>Enjoy Their Baby Back Bonus/\$10.99</u> | | | | | |
| <u>Enjoy Your Favorites</u> | | | | | |
| <u>Feast Your Eyes Tonight</u> | | | | | |
| <u>Full-on Best Sellers</u> | | | | | |
| <u>Get Better Flavors</u> | | | | 92 | |
| <u>Get Great Steak</u> | | | | | |
| <u>Get The Best Food</u> | 7,779,784 | 4,245,845 | | | |
| <u>Give the Gift of Fajitas</u> | 12 | 5 | | | |
| <u>Good Times are Back</u> | | | | | |
| <u>Grass Fed Burgers 2</u> | | | | | |
| <u>Great Offer</u> | | | | | |
| <u>Great Offer/Scenes</u> | | | | | |
| <u>Living Life to the Fullest</u> | | | | | |
| <u>Lunch Time on Your Time</u> | | | | | |
| <u>Near to Free</u> | | | | | |
| <u>New Best Sellers</u> | | | | | |
| <u>New Delicious Food Items</u> | | | | | |
| <u>New Flavors on Offer</u> | | | | | |
| <u>New Flavors on Offer/-Price</u> | 1,011,809 | 17 | | | |
| <u>New Lunch Menu</u> | 7,898 | | | | |
| <u>New Lunch Menu/-Scene</u> | | | | | |
| <u>No Need To Be Rich To Enjoy</u> | | | | | |
| <u>Official Watch Party Corner of VCU</u> | | | | | |
| <u>People Sing About Ribs</u> | | | | | |
| <u>Right on It</u> | | | | | |
| <u>Saucy Crispy Chicken</u> | | | | | |
| <u>Sizzling New Menu</u> | | | | | |
| <u>Sizzling New Menu</u> | | | | | |
| <u>Skip the Line</u> | | | | | |
| <u>Skip the Line 2</u> | | | | | |
| <u>Smoke House Combo 2</u> | | | | | |
| <u>Some Major Improvements</u> | | | | | |
| <u>Sponsored Deal</u> | | | | | |
| <u>Take the Burgers to Go</u> | | | | | |
| <u>Taste the New Flavours</u> | | | | | |
| <u>The Grass Fed Burger</u> | | | | | |
| <u>The Old Song Has Changed</u> | | | | | |

Report Type: Trend
Report Completed: 7/12/2018 12:39:13 PM EDT
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| PARENT/PRODUCT/TV CREATIVE | FEB 2017 DOLS | MAR 2017 DOLS | APR 2017 DOLS | MAY 2017 DOLS | JUN 2017 DOLS |
|--|------------------|------------------|------------------|------------------|------------------|
| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| They Got What You Need | | | | | |
| They Just Sang It | | | | | |
| Three Course Meal | | | | 7,624,160 | 5,666,198 |
| Try Bold New Flavors Today | | | 11,116,144 | 1,763,991 | 14,073 |
| Try the Bold & New Flavors | | | 904,796 | 38,218 | |
| Chilis Grill & Bar Restaurant : Vignette | | | | | |
| Nick@Nite: Problem Solved | | | | | |
| Tonight: Free Form Menu | | | | | |
| Tonight: Harry Potter & The Deathly Hallows | | | | | |
| TV MA: The History Of Adult Swim | | | | | |
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| \$10 Endless Apps 3 | | | | | |
| \$10 Endless Apps 5 | | | | | 19 |
| \$4 Apps, \$7 Entrees, \$4 Desserts 2 | | | | | |
| A Founding Father Talks | | | | | |
| A Tasty Deal | | | | | |
| Big Ribs at Friday | | | | | |
| Chose Two Meats & Get Two Sides | | | | | |
| Christmas Greetings | | | | | |
| Cocktail, Wine or Beer | | | | | |
| Cocktail, Wine or Beer/Audio & Drinks | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Dine And Drink \$12 | | | | | |
| Eet Delicious Meat | | | | | |
| Endless Apps are Back | 6,251,461 | 1,462,781 | 1,591,383 | | |
| Endless Choice of Endless Apps | 121,093 | | | | |
| Endless Good Times | | | | | 1,330 |
| Enjoy the Endless Choice | | 3,587,645 | 971,070 | | |
| Enjoy the Endless Choice/Fried Pickles | | 97,314 | 14,250 | | |
| Fire Crafted Plates | | | | | |
| Friday Big Ribs | | | | | |
| Fridays Big Ribs 2 | | | | | |
| Get The Endless Apps | | | | 5,985,110 | 2,986,243 |
| Get The Whole Lot | | | | 79,191 | 11,862 |
| Loaded Bacon Nachos, Chicken Quesadillas | | | | | |
| Man Spends Friday Night With His Cat | | | | | |
| Man...Cat/Deleted Scenes | | | | | |
| Merry Christmas Wishes | | | | | |
| New Big Ribs | | | | | |
| New Big Ribs/\$12.99 | | | | | |
| New Loaded Bacon Nachos | | | | | |
| Pick Your Drink | | | | | |
| Pick...Drink/Pair It with an Adult Beverage | | | | | |
| Serving The Best Appetizers | | | | | |
| Serving The Best Appetizers/Audio Change | | | | | |
| Serving...Appetizers/ Audio Change, -Text | | | | | |
| The Delicious Flights | | | | | |
| The Delicious Flights | | | | | |
| The Delicious Meat | | | | | |
| The Delicious Meat/15 combinations | | | | | |
| The Delicious Meat/Legalese | | | | | |
| The Delicious Meat/Legalese | | | | | |
| The Delicious Meat/Legalese | | | | | |

UW - BWW - TV Creatives

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| PARENT/PRODUCT/TV CREATIVE | FEB 2017 DOLS | MAR 2017 DOLS | APR 2017 DOLS | MAY 2017 DOLS | JUN 2017 DOLS |
|--|------------------|------------------|------------------|------------------|------------------|
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| The Hottest and Biggest Party | | | | | |
| The New Food | | | | | |
| The New Food | | | | | |
| The Perfect Hang Out | | | | | |
| Two Meats &Get Two Sides \$14.99 | | | | | |
| TGI Fridays Restaurant : Vignette | | | | | |
| Billboard 2 | | | | 2,992 | 7,324 |
| Billboard 3 | | | | | |
| Billboard 4 | | | | | |
| Discovery | | | | | |
| TGI Fridays: Mom - Isms | | | | 1,275 | |
| TGI Fridays: Mom Moments | | | | | |
| TGI Fridays: Specials Victims Unit Detective Fired | | | | | |
| Tricks & Tips: Put Electronics Devices Down | | | | | |
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| A. Rodgers: Fantasy Draft Party | | | | | |
| Beach Food Under \$10 | | | | | |
| Beach...\$10/Music, Peel & Eat Shrimp | | | | 5,918 | 19,389 |
| Best Experience of Watching a Game | | | | | |
| Best Experience of Watching a Game | | | | | |
| C Elliott: The Free Wings | | | | | |
| C. Elliot: Get The Best Food | | | | | |
| CREATIVE UNKNOWN | 575,000 | | | 660,000 | |
| Do Your Fantasy Draft Party | | | | | |
| Eat & Win | | | | | |
| Eat ... Win/Last Scene | | | | | |
| Enjoy the Pork Wings | | | | | |
| Enjoy the Pork Wings | | | | | |
| Famous Sea Foods | | | | | |
| Fantasy Draft Party | | | | | |
| Get in For Fun | | | | | |
| Get in For Fun/Scene | | | | | |
| Get The Best Experience | | | | | |
| Get The Best Experience/Free Smoked Wings | | | | | |
| Get The Best Experience/New Smoked Wings | | | | | |
| Get The Best Experience/Text, Metairie, Westbank | | | | | |
| Get Your Game On | | | | | |
| Get...Experience/Buffalo Shrimp | | | | | |
| Get...Experience/Scene, Audio, -Harvey Relief | | | | | |
| Get..Experience/College Drive | | | | | |
| Girls Knows Service | | | | | |
| Girls Train for Pro Football/Aloha | | | | | |
| Hand Breaded Wings Reinvented 30 Years Ago | | 0 | 32,466 | | |
| Hand Breaded Wings...Ago/Boneless Wings at \$.59 | | | | | |
| Here ... Fans/Buffalo Shrimp, November 23rd | | | | | |
| Here for the Race Fans | 11,435 | | | 143,540 | |
| Here for the Race Fans/Free Mountain Dew | | | | 1,707 | |
| J. Gruden...Heaven/Audio & Website | | | | | |
| J. Gruden: Visit the Football Heaven | | | | | |
| Making it Short and Sweet | | | | | |
| Making It Short and Sweet | | | | | |
| Making It Short and Sweet/Website Changed | | | | | |
| Marinated and Smoked Wings | | | | | |

UW - BWW - TV Creatives

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| PARENT/PRODUCT/TV CREATIVE | FEB 2017 DOLS | MAR 2017 DOLS | APR 2017 DOLS | MAY 2017 DOLS | JUN 2017 DOLS |
|---|------------------|------------------|------------------|------------------|------------------|
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| <u>No Title Assigned - #19437775</u> | | | | | |
| <u>No Title Assigned - #19444403</u> | | | | | |
| <u>Tacos Bread and Shrimp</u> | | | | | |
| <u>The ... Fans/Buffalo Shrimp, November 23rd</u> | | | | | |
| <u>The Home of the Race Fans</u> | 13,207 | 3,012 | | | |
| <u>The Race Day</u> | | | | | |
| <u>The Reason to Celebrate</u> | | 4,325 | 412 | | |
| <u>The...Day/F-Annc, Scenes, Daytona Wings</u> | | | | | |
| <u>Watch March Madness</u> | | | | | |
| <u>Win A 50in TV</u> | 482 | | | | |
| <u>Win a 55 inch TV</u> | | | | | |
| <u>World Famous Wings</u> | | | | | |
| PBR Monster Energy Buck Off/Hooters : Sponsored Event | | | | | |
| <u>Madison Square Garden</u> | | | | | |
| <u>Madison Square Garden 2</u> | | | | | |
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| <u>360 Degrees Keg Care</u> | | | | | |
| <u>A True Right Hand</u> | | | | | |
| <u>All Day Every Day</u> | | | | | |
| <u>All Summer Long</u> | | | | | |
| <u>Awesome Deal For You</u> | | | | | |
| <u>B. Favre: Ball Moves On It's Own</u> | 1,139,040 | 547,800 | | | |
| <u>B. Favre: Off-Target</u> | 29 | | | | |
| <u>Because You Matter</u> | | | | | |
| <u>Best ... Before/M-Annc, Slogan, Logo</u> | | | | | |
| <u>Buffalo Wild Wings 9</u> | | | | 1,190 | 3,619 |
| CREATIVE UNKNOWN | | 1,448,300 | 1,300 | 1,000 | |
| <u>Don't Be a Sport</u> | | | | | |
| <u>Easy Options for You</u> | | | | | |
| <u>Enjoy All Day</u> | | | | | |
| <u>Enjoy All Season Long</u> | | | | | |
| <u>Enjoy the Different Flavors</u> | | | | | |
| <u>Enjoy the Sauces With Personality</u> | 211,583 | | | | |
| <u>Enjoy the Spicy Hot Wings</u> | | | | | |
| <u>Experience ... Climax/Visual</u> | | | | | |
| <u>Experience the Climax</u> | | | | | |
| <u>Find Your New Friend</u> | | | | | |
| <u>Five Boneless Wings</u> | | | | | |
| <u>Foodoo Black Magic</u> | | 6,693,433 | 2,191,398 | 1,359,778 | 922,764 |
| <u>Games and Madness</u> | 94 | | | | |
| <u>Games are Better in Groups</u> | | | | 0 | 0 |
| <u>Get Anything You Want</u> | | | | | |
| <u>Get Anything You Want</u> | | | | | |
| <u>Get Many Options</u> | | | 0 | 0 | 0 |
| <u>Get the Feeling of Aliveness</u> | | | | | |
| <u>Getting Two is Good</u> | | | | | |
| <u>Hangout For March Madness</u> | | 772,565 | | | |
| <u>Have Your Perfect Meal Time Here</u> | | | | | |
| <u>Heaven For Sports Lovers</u> | | | | | |
| <u>Helpful Menus</u> | | | | | |
| <u>Kid's Want To Watch The Game 3</u> | | | | | |
| <u>Kids Learning About Teamwork</u> | | | | | |
| <u>Kids Learning About Teamwork</u> | | | | | |

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|--|------------------|------------------|------------------|------------------|------------------|
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |
| Man Passes On Lucky Hat To Son | | | 254,407 | 572,741 | 668,491 |
| Men ... Jail/Legalese | | | | | |
| Men Watch Game as Mike Goes to Jail | | | | | |
| Men Watch Game as Mike Goes to Jail/Wing Tuesdays | | | | | |
| Men Watch Game as Mike...Jail/Audio | 79 | | | | |
| Men...Jail/11 AM to 2 PM | | | | | |
| Men...Jail/15 Minutes Lunch Menu | | | | | |
| No Title Assigned - #16626735 | | | | | |
| No Title Assigned - #16627370 | | | | | |
| Official Hangout For Eleague Fans | | | | | |
| Official Hangout Of March Madness 19 | | 288 | | | |
| Official Hangout Of March Madness 20 | | 32 | | | |
| Quite a Big Surprise | | 6,273,519 | 38,990 | | |
| Right Amount of Beer Taps | | | | | |
| Serving the Sport Fan's Desires | | | | | |
| Take Over Being the Leader/-NCAA | | | | | |
| Take Up the Challenge | | | | | |
| The Best Games | 0 | 0 | | | |
| The Draft Game | | | | | |
| The Draft Game/Text | | | | | |
| The Good for One | | | | | |
| The Official Hangout for Fans | | | | | |
| The Real Entertainment | | | | | |
| Trailblazer of Flavors | 186,300 | | | | |
| Utensil Free Food | | | | | |
| Walls For You | 0 | | | | |
| Watch Games And Eat | | 2,710,537 | 4,020,492 | 2,215,810 | 979,299 |
| Weekend Starts on Friday | | | | | |
| Wing Tuesdays & Boneless Thursdays | 64 | | | | |
| Wings in Different Sauces and Seasonings | 762,550 | 547,800 | | | |
| Buffalo Wild Wings Grill : Corporate Promotion | | | | | |
| Kids Learning About Teamwork 2 | | | | | |
| Buffalo Wild Wings Grill : Vignette | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Dragons Live Coverage | | | | | |
| FX Seance Of The Week: The Avengers | | | | | |
| Support Operation Backpack | | | | | |
| Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo | | | | | |
| A. Brown; Drink Up | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| All Day Orders | | | | | |
| Best Preparation with Eleven Flavors | | | | | |
| Best Preparation with Eleven Flavors/Text | | | | | |
| Best...Flavors/Website Featured 2 | | | | | |
| Best...Flavors/Website, Phone Number, Moline | | | | | |
| Claim What Belongs to You | | | | | |
| Come Enjoy Free Wings | | | | | |
| Come Try Classic Bone-In or Boneless | | | | | |
| Come Try the Classic Wings | | | | | |

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|---|------------------|------------------|------------------|------------------|------------------|
| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Continue The Experience | | | 452 | | |
| CREATIVE UNKNOWN | | | | | |
| Cure the Crave | | | | | |
| Delicious Fiery Wings | | | | | |
| Delicious Fiery Wings/Chicken Tenders | | | | | |
| Delicious Fiery Wings/LA Rams | | | | | |
| Delicious Irresistible Wings | 517,042 | 343,032 | 6,438 | | |
| Dig in to It | | | | | |
| Do Not Give Up | | | | | |
| Don't Give Up | | | | | |
| Eat Whenever You Want | | | | | |
| Enjoy Freshly Prepared Wings | | | | | |
| Enjoy Freshly Prepared Wings/Audio & -Offer | | | | | |
| Enjoy the Award Winning Wings | 292 | 99 | 153 | 192 | 259 |
| Enjoy the VIP Event | | | | | |
| Enjoy Wings in 11 Flavors | 436 | | | | |
| Enjoy with the Expert | | | | | |
| Enjoy Your Food | | | | | |
| Facility Overview | | | | | |
| Famous Lemon Pepper Wings | | | | | |
| Football & Wings | | | | | |
| Formula for a Perfect GameDay | | | | | |
| Just One Fry | | | | | |
| Made When Ordered | | | | | |
| Make ... Irresistible/\$29.99 | | | | | |
| Make It Irresistible | | | | | |
| Man Loves His Lemon Pepper Wings | | | | | |
| Man Loves His Lemon Pepper Wings 2 | | | | | |
| Man Loves His Lemon Pepper Wings 5 | | | | | |
| Menu More Like a Playlist | | | 566,305 | 262,677 | 254,301 |
| Menu Overview | 4,019 | | | | |
| More Than 20 Years | | | | | |
| Nine Generations and Countless Hours | | | | | |
| Nobody Can Resist the Fiery Sweetness | | | | | |
| Only One Cure | | | | | |
| Only One Place | | | | | |
| Order Online | | | | | |
| Order Online | | | 664,700 | 228,920 | 212,201 |
| Order Online | | | | | |
| Order Online 12 | | | | | |
| Order Online 13 | | | | | |
| Order Online 14 | | | | | |
| Order Online 15 | | | | | |
| Order Online 2 | | | | | |
| Order Online 4 | | | | | |
| Order Online 9 | 184 | | | | |
| Outwork to Have | | | | | |
| Outwork Your Competition | | | | | |
| Psychedelic Experience | | | 3,262 | | |
| Satisfy Your Craving | | | | | |
| Satisfy Your Cravings | | | 180,109 | 176,952 | 180,129 |
| Spicy Korean Wings | | | | | |
| Spicy Korean Wings/ Chicken Strips | | | | | |
| Start From Fresh | 751,220 | 371,321 | 6,591 | | |

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|---|-------------------|-------------------|-------------------|-------------------|-------------------|
| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Start From Fresh 2 | 1,085 | | | | |
| Summer Boneless Bundle | | | | | |
| Summer Boneless Bundle/No Offer | 349 | | | | |
| Taste of Passion | | | 60,439 | 5,755 | |
| Taste That Will Make You Obsessed | 89,180 | 77,296 | | | |
| The Expert of Wings | | | | | |
| The Experts On Wings | 3 | | | | |
| The Five Reasons | | | | | |
| The Game Day Destination | | | | | |
| They Have Became Expert | 208,756 | 71,878 | | | |
| Thousands of Other People Want What You Want | | | | | |
| Took Nine Generations | | | | | |
| Took Nine Generations to Perfect | | | | | |
| Wing Experts 3 | | | | | |
| Wing Experts 4 | | | | | |
| Wing Experts 5 | | | | | |
| Wing Experts 6 | | | | | |
| Wing Stop Restaurant : Online | | | | | |
| Do Not Give Up | | | | | |
| Order It Online | | | | | |
| Order Online & Enjoy | | | | | |
| Wing Stop Restaurant : Vignette | | | | | |
| \$500 Scholarship | 48 | 39 | 211 | 187 | |
| Cruz Azul vs Dorados 2 | | | | | |
| Scholar Athlete: Nominate Senior Sports Star | | | | | |
| TeleMundo Nights | | | | | |
| Telemundo Nights: Jose Jose | | | | | |
| Telemundo Nights: Mi Familia Perfecta | | | | | |
| Tijuana vs Leon | | | | | |
| Wing Zone Enterprises Corp | | | | | |
| Wing Zone Restaurant : Casual Dining Restaurant | | | | | |
| Try The Best Flavors | 144 | | | | |
| GRAND TOTAL | 20,154,656 | 29,420,182 | 22,625,768 | 21,645,416 | 12,012,773 |

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|--|------------------|------------------|------------------|------------------|------------------|
| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| <u>\$22 Dinner For 2 4</u> | | | | | |
| <u>3 For Me At \$10 2</u> | | | | | |
| <u>A Friendly Place</u> | | | | | |
| <u>A Friendly Place/Scenes</u> | | | | | |
| <u>Almost Free</u> | | | | | |
| <u>Always Been Known for Ribs</u> | | | | | |
| <u>Baby It's Back</u> | | | 0 | 3,671,915 | 39,689 |
| <u>Big Mouth Burgers</u> | | | | 5,443,488 | 2,865,314 |
| <u>Celebrate Food with Food</u> | | | | | |
| <u>Char-Crusted Sizzling Sirloin</u> | | | | | |
| <u>Char-Crusted Sizzling Sirloin/Locations</u> | | | | | |
| <u>Chicken Lover's Dream</u> | | | | | |
| <u>Come Try New Burgers</u> | | | | | |
| <u>CREATIVE UNKNOWN</u> | | | | | |
| <u>Don't Curb Your Hunger</u> | | | | | |
| <u>Enjoy the Dinner for Two</u> | 1,120,843 | 233,403 | 23,210 | | |
| <u>Enjoy Their Baby Back Bonus</u> | | | | | |
| <u>Enjoy Their Baby Back Bonus/\$10.99</u> | | | | | |
| <u>Enjoy Your Favorites</u> | | | | 1,535,335 | 74,560 |
| <u>Feast Your Eyes Tonight</u> | | | | | |
| <u>Full-on Best Sellers</u> | | | | | |
| <u>Get Better Flavors</u> | | | | | |
| <u>Get Great Steak</u> | | | | | |
| <u>Get The Best Food</u> | | | | | |
| <u>Give the Gift of Fajitas</u> | | | | | |
| <u>Good Times are Back</u> | | | | | |
| <u>Grass Fed Burgers 2</u> | 6,836,179 | 4,932,779 | 3,116,666 | 3 | |
| <u>Great Offer</u> | | | | | |
| <u>Great Offer/Scenes</u> | | | | | |
| <u>Living Life to the Fullest</u> | 9,328 | 15,756 | 14,637 | | |
| <u>Lunch Time on Your Time</u> | | | | | |
| <u>Near to Free</u> | | | | | |
| <u>New Best Sellers</u> | | | | | |
| <u>New Delicious Food Items</u> | | | | | |
| <u>New Flavors on Offer</u> | | | | | |
| <u>New Flavors on Offer/-Price</u> | | | | | |
| <u>New Lunch Menu</u> | | | | | |
| <u>New Lunch Menu/-Scene</u> | | | | | |
| <u>No Need To Be Rich To Enjoy</u> | | | | | |
| <u>Official Watch Party Corner of VCU</u> | | | | | |
| <u>People Sing About Ribs</u> | | | | | |
| <u>Right on It</u> | | | | | |
| <u>Saucy Crispy Chicken</u> | | | | | |
| <u>Sizzling New Menu</u> | | | | | 444,081 |
| <u>Sizzling New Menu</u> | | | | | 156,495 |
| <u>Skip the Line</u> | | | | | |
| <u>Skip the Line 2</u> | | | | | |
| <u>Smoke House Combo 2</u> | | | | | |
| <u>Some Major Improvements</u> | | | | | 854,522 |
| <u>Sponsored Deal</u> | | | | | |
| <u>Take the Burgers to Go</u> | | | | | |
| <u>Taste the New Flavours</u> | | | | | |
| <u>The Grass Fed Burger</u> | | | | | |
| <u>The Old Song Has Changed</u> | | | | 3,475,280 | 2,385,732 |

UW - BWW - TV Creatives

Report Type: Trend
Report Completed: 7/12/2018 12:39:13 PM EDT
Reported Time Period: 5/1/2016-4/30/2018

| PARENT/PRODUCT/TV CREATIVE | JUL 2017 DOLS | AUG 2017 DOLS | SEP 2017 DOLS | OCT 2017 DOLS | NOV 2017 DOLS |
|--|------------------|------------------|------------------|------------------|------------------|
| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| They Got What You Need | | | | | |
| They Just Sang It | | | | | |
| Three Course Meal | | | 253 | | |
| Try Bold New Flavors Today | 5,665 | | | | |
| Try the Bold & New Flavors | | | | | |
| Chilis Grill & Bar Restaurant : Vignette | | | | | |
| Nick@Nite: Problem Solved | | | | | |
| Tonight: Free Form Menu | | | | | |
| Tonight: Harry Potter & The Deathly Hallows | | | | | |
| TV MA: The History Of Adult Swim | | | | 12,548 | |
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| \$10 Endless Apps 3 | | | | | |
| \$10 Endless Apps 5 | | | | | |
| \$4 Apps, \$7 Entrees, \$4 Desserts 2 | | | | | |
| A Founding Father Talks | | | | | |
| A Tasty Deal | | | | | |
| Big Ribs at Friday | | | | | |
| Chose Two Meats & Get Two Sides | | | | | |
| Christmas Greetings | | | | | |
| Cocktail, Wine or Beer | | | | | |
| Cocktail, Wine or Beer/Audio & Drinks | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Dine And Drink \$12 | | | | | |
| Eet Delicious Meat | | | | | |
| Endless Apps are Back | | | | | |
| Endless Choice of Endless Apps | | | | | |
| Endless Good Times | | 766 | | | |
| Enjoy the Endless Choice | | | | | |
| Enjoy the Endless Choice/Fried Pickles | | | | | |
| Fire Crafted Plates | | | | | |
| Friday Big Ribs | | | | | 22 |
| Fridays Big Ribs 2 | | | | | 287 |
| Get The Endless Apps | 3,156 | | | | |
| Get The Whole Lot | | | | | |
| Loaded Bacon Nachos, Chicken Quesadillas | | 1,135 | 1,706 | 659 | |
| Man Spends Friday Night With His Cat | | | | | |
| Man...Cat/Deleted Scenes | | | | | |
| Merry Christmas Wishes | | | | | |
| New Big Ribs | 199,887 | 347,627 | | 43,533 | 69,020 |
| New Big Ribs/\$12.99 | | | | 4,372,583 | 3,407,111 |
| New Loaded Bacon Nachos | | 199,474 | 117,069 | 67,927 | |
| Pick Your Drink | | | | | |
| Pick...Drink/Pair It with an Adult Beverage | | | | | |
| Serving The Best Appetizers | | 971,438 | 2,383 | 3,028 | |
| Serving The Best Appetizers/Audio Change | | 2,560,814 | 272,765 | 181,386 | |
| Serving...Appetizers/ Audio Change, -Text | | 1,891 | | 94 | |
| The Delicious Flights | | | | | 78,219 |
| The Delicious Flights | | | | | |
| The Delicious Meat | | | | | |
| The Delicious Meat/15 combinations | | | | 652,803 | 429,413 |
| The Delicious Meat/Legalese | | | | | |
| The Delicious Meat/Legalese | | | | | |
| The Delicious Meat/Legalese | | | | | |

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|--|------------------|------------------|------------------|------------------|------------------|
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| The Hottest and Biggest Party | | | | | |
| The New Food | 5,072,821 | 256,085 | | | |
| The New Food | | 19,995 | 15 | 640 | |
| The Perfect Hang Out | | | | | 46,677 |
| Two Meats &Get Two Sides \$14.99 | | | | | |
| TGI Fridays Restaurant : Vignette | | | | | |
| Billboard 2 | | | | | |
| Billboard 3 | 439 | | | | |
| Billboard 4 | | 247 | | | |
| Discovery | | | | | |
| TGI Fridays: Mom - Isms | | | | | |
| TGI Fridays: Mom Moments | 1,526 | 1,618 | | | |
| TGI Fridays: Specials Victims Unit Detective Fired | | | | | 249 |
| Tricks & Tips: Put Electronics Devices Down | | | | 2,605 | |
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| A. Rodgers: Fantasy Draft Party | | | | | |
| Beach Food Under \$10 | | | | | |
| Beach...\$10/Music, Peel & Eat Shrimp | 143 | | | | |
| Best Experience of Watching a Game | | | 1,874 | 4,153 | 3,464 |
| Best Experience of Watching a Game | | | 1,976 | 3,536 | 3,586 |
| C Elliott: The Free Wings | | | | | |
| C. Elliot: Get The Best Food | | | | | |
| CREATIVE UNKNOWN | | | 41,464 | 248,326 | 29,099 |
| Do Your Fantasy Draft Party | | | | | |
| Eat & Win | | | | | |
| Eat ... Win/Last Scene | | | | | |
| Enjoy the Pork Wings | | | | | |
| Enjoy the Pork Wings | | | | | |
| Famous Sea Foods | | | | | |
| Fantasy Draft Party | | | | | |
| Get in For Fun | | | 2,485 | 3,967 | 3,030 |
| Get in For Fun/Scene | | | | | |
| Get The Best Experience | | | 85,569 | | |
| Get The Best Experience/Free Smoked Wings | | | | | 106,839 |
| Get The Best Experience/New Smoked Wings | | | | | |
| Get The Best Experience/Text, Metairie, Westbank | | | | | |
| Get Your Game On | | | | | |
| Get...Experience/Buffalo Shrimp | | | | 994,634 | 1,951,571 |
| Get...Experience/Scene, Audio, -Harvey Relief | | | | 492,066 | 294,780 |
| Get...Experience/College Drive | | | | | |
| Girls Knows Service | | | | | |
| Girls Train for Pro Football/Aloha | | | | | |
| Hand Breaded Wings Reinvented 30 Years Ago | | | | | |
| Hand Breaded Wings...Ago/Boneless Wings at \$.59 | | | | | |
| Here ... Fans/Buffalo Shrimp, November 23rd | | | | | 9,377 |
| Here for the Race Fans | | | | | 181,300 |
| Here for the Race Fans/Free Mountain Dew | | | | | |
| J. Gruden...Heaven/Audio & Website | | | | | |
| J. Gruden: Visit the Football Heaven | | | | | |
| Making it Short and Sweet | | | | | |
| Making It Short and Sweet | | | | | |
| Making It Short and Sweet/Website Changed | | | | | |
| Marinated and Smoked Wings | | | | | |

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|---|------------------|------------------|------------------|------------------|------------------|
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| No Title Assigned - #19437775 | | | | | |
| No Title Assigned - #19444403 | | | | | |
| Tacos Bread and Shrimp | | | | | |
| The ... Fans/Buffalo Shrimp, November 23rd | | | | | 4,485 |
| The Home of the Race Fans | | | | | |
| The Race Day | | | | | |
| The Reason to Celebrate | | | | | |
| The...Day/F-Annc, Scenes, Daytona Wings | | | | | |
| Watch March Madness | | | | | |
| Win A 50in TV | | | | | |
| Win a 55 inch TV | | | | | |
| World Famous Wings | | | | | |
| PBR Monster Energy Buck Off/Hooters : Sponsored Event | | | | | |
| Madison Square Garden | | | | | |
| Madison Square Garden 2 | | | | | |
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| 360 Degrees Keg Care | | | | | |
| A True Right Hand | | | | | |
| All Day Every Day | | | | | |
| All Summer Long | | | | | |
| Awesome Deal For You | | | | | |
| B. Favre: Ball Moves On It's Own | | | | | |
| B. Favre: Off-Target | | | | | |
| Because You Matter | | | | | |
| Best ... Before/M-Annc, Slogan, Logo | | | | | |
| Buffalo Wild Wings 9 | | 2,045 | 3,963 | 688 | 1,227 |
| CREATIVE UNKNOWN | | | | 595,300 | |
| Don't Be a Sport | | | 2,865,841 | 2,009,301 | 2,713,460 |
| Easy Options for You | | | | | |
| Enjoy All Day | | | | | |
| Enjoy All Season Long | | | 33,819 | 273,496 | 190,375 |
| Enjoy the Different Flavors | | | | 3,154,684 | 2,260,217 |
| Enjoy the Sauces With Personality | | | | | |
| Enjoy the Spicy Hot Wings | | | | | |
| Experience ... Climax/Visual | | | | | |
| Experience the Climax | | | | | |
| Find Your New Friend | | | | | |
| Five Boneless Wings | | | | | |
| Foodoo Black Magic | 654,577 | 0 | 0 | 0 | 0 |
| Games and Madness | | | | | |
| Games are Better in Groups | | | 0 | 0 | 0 |
| Get Anything You Want | | | | | |
| Get Anything You Want | | | | | |
| Get Many Options | 0 | 0 | 0 | 0 | 0 |
| Get the Feeling of Aliveness | | | | | |
| Getting Two is Good | | | 1,215 | 6,448 | |
| Hangout For March Madness | | | | | |
| Have Your Perfect Meal Time Here | | | | | |
| Heaven For Sports Lovers | | | | | |
| Helpful Menus | | | | | |
| Kid's Want To Watch The Game 3 | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |

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|--|------------------|------------------|------------------|------------------|------------------|
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |
| Man Passes On Lucky Hat To Son | 898,856 | 477,463 | 58,299 | | |
| Men ... Jail/Legalese | | | | | |
| Men Watch Game as Mike Goes to Jail | | | | | |
| Men Watch Game as Mike Goes to Jail/Wing Tuesdays | | | | | |
| Men Watch Game as Mike...Jail/Audio | | | | | |
| Men...Jail/11 AM to 2 PM | | | | | |
| Men...Jail/15 Minutes Lunch Menu | | | | | |
| No Title Assigned - #16626735 | | | | | |
| No Title Assigned - #16627370 | | | | | |
| Official Hangout For Eleague Fans | | | | | |
| Official Hangout Of March Madness 19 | | | | | |
| Official Hangout Of March Madness 20 | | | | | |
| Quite a Big Surprise | | | | | |
| Right Amount of Beer Taps | | | | | |
| Serving the Sport Fan's Desires | | | | | |
| Take Over Being the Leader/-NCAA | | | | | |
| Take Up the Challenge | | | | | |
| The Best Games | | | | | |
| The Draft Game | | | | | |
| The Draft Game/Text | 6,458 | 157,558 | 46,771 | | |
| The Good for One | | | 7,543 | 58,599 | |
| The Official Hangout for Fans | | | | | |
| The Real Entertainment | | | | 642 | |
| Trailblazer of Flavors | | | | | |
| Utensil Free Food | | | | | |
| Walls For You | | | | | |
| Watch Games And Eat | 568,401 | | 144,485 | 289 | 483 |
| Weekend Starts on Friday | | | | | |
| Wing Tuesdays & Boneless Thursdays | | | 1,035 | 1,042 | |
| Wings in Different Sauces and Seasonings | | | | | |
| Buffalo Wild Wings Grill : Corporate Promotion | | | | | |
| Kids Learning About Teamwork 2 | | | | | |
| Buffalo Wild Wings Grill : Vignette | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Dragons Live Coverage | | | | | |
| FX Seance Of The Week: The Avengers | | | | | |
| Support Operation Backpack | | | | | |
| Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo | | | | | |
| A. Brown; Drink Up | | | | 512 | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| All Day Orders | | 67,483 | 379,363 | 358,091 | 439,208 |
| Best Preparation with Eleven Flavors | | | | | |
| Best Preparation with Eleven Flavors/Text | | | | | |
| Best...Flavors/Website Featured 2 | | | | | |
| Best...Flavors/Website, Phone Number, Moline | | | | | |
| Claim What Belongs to You | | | | | |
| Come Enjoy Free Wings | | | | | |
| Come Try Classic Bone-In or Boneless | | | 374 | | |
| Come Try the Classic Wings | | | 413 | | |

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|---|------------------|------------------|------------------|------------------|------------------|
| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Continue The Experience | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Cure the Crave | | | | | |
| Delicious Fiery Wings | | | | | |
| Delicious Fiery Wings/Chicken Tenders | | | | | |
| Delicious Fiery Wings/LA Rams | | | | | |
| Delicious Irresistible Wings | | | | | |
| Dig in to It | | | | | |
| Do Not Give Up | | 40,893 | 260,978 | 159,693 | 153,120 |
| Don't Give Up | | | | 425 | |
| Eat Whenever You Want | | | | | |
| Enjoy Freshly Prepared Wings | | | | | |
| Enjoy Freshly Prepared Wings/Audio & -Offer | | | | | |
| Enjoy the Award Winning Wings | 44 | 245 | 508 | 299 | 386 |
| Enjoy the VIP Event | | | 112 | | |
| Enjoy Wings in 11 Flavors | | | | | |
| Enjoy with the Expert | | | | | |
| Enjoy Your Food | | | | | |
| Facility Overview | | | | | |
| Famous Lemon Pepper Wings | | | | | |
| Football & Wings | | | | | |
| Formula for a Perfect GameDay | | | | | |
| Just One Fry | | | | | |
| Made When Ordered | | | | | |
| Make ... Irresistible/\$29.99 | | | | | |
| Make It Irresistible | | | | | |
| Man Loves His Lemon Pepper Wings | | | | | |
| Man Loves His Lemon Pepper Wings 2 | | | | | |
| Man Loves His Lemon Pepper Wings 5 | | | | | |
| Menu More Like a Playlist | 229,851 | 1,614 | | | |
| Menu Overview | | | | | |
| More Than 20 Years | | | | | |
| Nine Generations and Countless Hours | | | | | |
| Nobody Can Resist the Fiery Sweetness | | | | | |
| Only One Cure | | | | | |
| Only One Place | | | | | |
| Order Online | | | | | |
| Order Online | 273,645 | 2,973 | | | |
| Order Online | | | | | |
| Order Online 12 | | | | | |
| Order Online 13 | | | | | |
| Order Online 14 | | | | | |
| Order Online 15 | | | | | |
| Order Online 2 | | | | | |
| Order Online 4 | | | | | |
| Order Online 9 | | | | | |
| Outwork to Have | | 68,272 | 331,207 | 468,820 | 425,314 |
| Outwork Your Competition | | | 312 | | |
| Psychedelic Experience | | | | | |
| Satisfy Your Craving | | | 1,172 | 2,382 | 2,566 |
| Satisfy Your Cravings | 108,415 | | | | |
| Spicy Korean Wings | | | | | |
| Spicy Korean Wings/ Chicken Strips | | | | | |
| Start From Fresh | | | | | |

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|---|-------------------|-------------------|------------------|-------------------|-------------------|
| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Start From Fresh 2 | | | | | |
| Summer Boneless Bundle | | | | | |
| Summer Boneless Bundle/No Offer | | | | | |
| Taste of Passion | | | | | |
| Taste That Will Make You Obsessed | | | | | |
| The Expert of Wings | | | | | |
| The Experts On Wings | | | | | |
| The Five Reasons | | | | | |
| The Game Day Destination | | | | | |
| They Have Became Expert | | | | | |
| Thousands of Other People Want What You Want | | | 7,300 | 17,063 | 7,451 |
| Took Nine Generations | | | | | |
| Took Nine Generations to Perfect | | | | | |
| Wing Experts 3 | | | | | |
| Wing Experts 4 | | | | | |
| Wing Experts 5 | | | | | |
| Wing Experts 6 | | | | | |
| Wing Stop Restaurant : Online | | | | | |
| Do Not Give Up | | | | | |
| Order It Online | | | | | |
| Order Online & Enjoy | | | | | |
| Wing Stop Restaurant : Vignette | | | | | |
| \$500 Scholarship | | | | | |
| Cruz Azul vs Dorados 2 | | | | | |
| Scholar Athlete: Nominate Senior Sports Star | | 5,883 | 15,952 | 7,835 | 14,868 |
| TeleMundo Nights | | | | | |
| Telemundo Nights: Jose Jose | | | | | |
| Telemundo Nights: Mi Familia Perfecta | | | | | |
| Tijuana vs Leon | | | | | |
| Wing Zone Enterprises Corp | | | | | |
| Wing Zone Restaurant : Casual Dining Restaurant | | | | | |
| Try The Best Flavors | | | | | |
| GRAND TOTAL | 15,990,234 | 10,367,457 | 7,842,734 | 28,326,118 | 19,647,597 |

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| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| <u>\$22 Dinner For 2 4</u> | 14 | | | | |
| <u>3 For Me At \$10 2</u> | | | | | |
| <u>A Friendly Place</u> | | | | | |
| <u>A Friendly Place/Scenes</u> | | | | | |
| <u>Almost Free</u> | | | | | |
| <u>Always Been Known for Ribs</u> | | | 3,599,492 | 770,614 | |
| <u>Baby It's Back</u> | 47,628 | 81,390 | | | |
| <u>Big Mouth Burgers</u> | | | | | |
| <u>Celebrate Food with Food</u> | | | | | |
| <u>Char-Crusted Sizzling Sirloin</u> | | | | | |
| <u>Char-Crusted Sizzling Sirloin/Locations</u> | | | | | |
| <u>Chicken Lover's Dream</u> | | | | | |
| <u>Come Try New Burgers</u> | | | 9,286 | 6,984 | |
| <u>CREATIVE UNKNOWN</u> | | | 20,300 | | 1,400 |
| <u>Don't Curb Your Hunger</u> | | | 18,147 | 21,008 | |
| <u>Enjoy the Dinner for Two</u> | | | | | |
| <u>Enjoy Their Baby Back Bonus</u> | | | | | |
| <u>Enjoy Their Baby Back Bonus/\$10.99</u> | | | | | |
| <u>Enjoy Your Favorites</u> | 152,953 | 272,584 | 30,389 | 9,236 | |
| <u>Feast Your Eyes Tonight</u> | | | | | |
| <u>Full-on Best Sellers</u> | | | 26,710 | 22,474 | |
| <u>Get Better Flavors</u> | | | | | |
| <u>Get Great Steak</u> | | | | 2,458,118 | 5,546,035 |
| <u>Get The Best Food</u> | | | | | |
| <u>Give the Gift of Fajitas</u> | | | | | |
| <u>Good Times are Back</u> | | | | | |
| <u>Grass Fed Burgers 2</u> | | | | | |
| <u>Great Offer</u> | | | | | |
| <u>Great Offer/Scenes</u> | | | | | |
| <u>Living Life to the Fullest</u> | | | | | |
| <u>Lunch Time on Your Time</u> | | | | | |
| <u>Near to Free</u> | | | | | |
| <u>New Best Sellers</u> | | | 22,457 | 25,627 | |
| <u>New Delicious Food Items</u> | | | | | |
| <u>New Flavors on Offer</u> | | | | | |
| <u>New Flavors on Offer/-Price</u> | | | | | |
| <u>New Lunch Menu</u> | | | 1,310,251 | 330,320 | 12,454 |
| <u>New Lunch Menu/-Scene</u> | | | 64 | | |
| <u>No Need To Be Rich To Enjoy</u> | | | | | |
| <u>Official Watch Party Corner of VCU</u> | 100 | | | | |
| <u>People Sing About Ribs</u> | | | | | |
| <u>Right on It</u> | | | 11,670 | 7,306 | |
| <u>Saucy Crispy Chicken</u> | | | | 1,462,166 | 2,068,346 |
| <u>Sizzling New Menu</u> | 1,946,681 | | | | |
| <u>Sizzling New Menu</u> | 608,312 | | | | |
| <u>Skip the Line</u> | | | | | |
| <u>Skip the Line 2</u> | | | | | |
| <u>Smoke House Combo 2</u> | | | 88 | | |
| <u>Some Major Improvements</u> | 2,361,435 | 7,984,349 | 570 | | |
| <u>Sponsored Deal</u> | | | | | |
| <u>Take the Burgers to Go</u> | | | 10,650 | 8,862 | |
| <u>Taste the New Flavours</u> | | | 20,654 | 12,667 | |
| <u>The Grass Fed Burger</u> | | | | | |
| <u>The Old Song Has Changed</u> | 554,764 | 19,096 | 5,908 | | |

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|--|------------------|------------------|------------------|------------------|------------------|
| Brinker Intl Inc | | | | | |
| Chilis Grill & Bar Restaurant : Casual Dining Restaurant | | | | | |
| They Got What You Need | | | | 5,736 | 23,005 |
| They Just Sang It | | | | 6,233 | 23,868 |
| Three Course Meal | | | | | |
| Try Bold New Flavors Today | | | | | |
| Try the Bold & New Flavors | | | | | |
| Chilis Grill & Bar Restaurant : Vignette | | | | | |
| Nick@Nite: Problem Solved | | | | | 55,629 |
| Tonight: Free Form Menu | | | | | |
| Tonight: Harry Potter & The Deathly Hallows | | | | | |
| TV MA: The History Of Adult Swim | | | | | |
| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| \$10 Endless Apps 3 | | | | | |
| \$10 Endless Apps 5 | | | | | |
| \$4 Apps, \$7 Entrees, \$4 Desserts 2 | | | | | |
| A Founding Father Talks | | | | | |
| A Tasty Deal | | | | | |
| Big Ribs at Friday | 154 | | | | |
| Chose Two Meats & Get Two Sides | | | 17 | | |
| Christmas Greetings | 1,249 | | | | |
| Cocktail, Wine or Beer | | | | | |
| Cocktail, Wine or Beer/Audio & Drinks | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Dine And Drink \$12 | | | | | |
| Eet Delicious Meat | | | | | |
| Endless Apps are Back | | | | | |
| Endless Choice of Endless Apps | | | | | |
| Endless Good Times | | | | | |
| Enjoy the Endless Choice | | | | | |
| Enjoy the Endless Choice/Fried Pickles | | | | | |
| Fire Crafted Plates | | | 687,025 | 22,107 | |
| Friday Big Ribs | | | | | |
| Fridays Big Ribs 2 | 200 | 496 | | | |
| Get The Endless Apps | | | | | |
| Get The Whole Lot | | | | | |
| Loaded Bacon Nachos, Chicken Quesadillas | | | | | |
| Man Spends Friday Night With His Cat | | | | | |
| Man...Cat/Deleted Scenes | | | | | |
| Merry Christmas Wishes | | | | | |
| New Big Ribs | 181,894 | 238,617 | | | |
| New Big Ribs/\$12.99 | 2,175,196 | 2,244,584 | 5,200 | | |
| New Loaded Bacon Nachos | | | | | |
| Pick Your Drink | | | | | |
| Pick...Drink/Pair It with an Adult Beverage | | | | | |
| Serving The Best Appetizers | | 20 | | | |
| Serving The Best Appetizers/Audio Change | | | | | |
| Serving...Appetizers/ Audio Change, -Text | | | | | |
| The Delicious Flights | | | | | |
| The Delicious Flights | | 36,647 | 4,128 | | |
| The Delicious Meat | | | 5,062,184 | 261,251 | 15 |
| The Delicious Meat/15 combinations | | | 1,005,807 | 2,373,831 | |
| The Delicious Meat/Legalese | | | 12,504 | 206,010 | |
| The Delicious Meat/Legalese | | | 6,151 | 1,661 | |
| The Delicious Meat/Legalese | | | | 204 | |

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| Carlson Cos Inc | | | | | |
| TGI Fridays Restaurant : Casual Dining Restaurant | | | | | |
| The Hottest and Biggest Party | | | | | |
| The New Food | | | | | |
| The New Food | | | | | |
| The Perfect Hang Out | | | | | |
| Two Meats &Get Two Sides \$14.99 | | | | 120 | |
| TGI Fridays Restaurant : Vignette | | | | | |
| Billboard 2 | | | | | |
| Billboard 3 | | | | | |
| Billboard 4 | | | | | |
| Discovery | | | | | |
| TGI Fridays: Mom - Isms | | | | | |
| TGI Fridays: Mom Moments | | | | | |
| TGI Fridays: Specials Victims Unit Detective Fired | | | | | |
| Tricks & Tips: Put Electronics Devices Down | | | | | |
| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| A. Rodgers: Fantasy Draft Party | | | | | |
| Beach Food Under \$10 | | | | | |
| Beach...\$10/Music, Peel & Eat Shrimp | | | | | |
| Best Experience of Watching a Game | 14,037 | | | | |
| Best Experience of Watching a Game | 1,451 | | | | |
| C Elliott: The Free Wings | | | 10,102 | | |
| C. Elliot: Get The Best Food | | | 31,046 | 920 | |
| CREATIVE UNKNOWN | | | 1,225,000 | 1,106,356 | 823,020 |
| Do Your Fantasy Draft Party | | | | | |
| Eat & Win | | | | 173,985 | 79,084 |
| Eat ... Win/Last Scene | | | | 234,017 | 379,616 |
| Enjoy the Pork Wings | | | | | |
| Enjoy the Pork Wings | | | | | |
| Famous Sea Foods | | | | 2,042 | 511 |
| Fantasy Draft Party | | | | | |
| Get in For Fun | 1,310 | | | | |
| Get in For Fun/Scene | | | | 1,443 | 511 |
| Get The Best Experience | | | | | |
| Get The Best Experience/Free Smoked Wings | 131,222 | | | | |
| Get The Best Experience/New Smoked Wings | | | | | |
| Get The Best Experience/Text, Metairie, Westbank | | 1,036 | 74,315 | 112,768 | |
| Get Your Game On | | | | | |
| Get...Experience/Bufalo Shrimp | | | | | |
| Get...Experience/Scene, Audio, -Harvey Relief | | | | | |
| Get...Experience/College Drive | | 2,991 | | | |
| Girls Knows Service | | | | | |
| Girls Train for Pro Football/Aloha | | | | | |
| Hand Breaded Wings Reinvented 30 Years Ago | | | | | |
| Hand Breaded Wings...Ago/Boneless Wings at \$.59 | | | | | |
| Here ... Fans/Bufalo Shrimp, November 23rd | | | | | |
| Here for the Race Fans | | | | | |
| Here for the Race Fans/Free Mountain Dew | | | | | |
| J. Gruden...Heaven/Audio & Website | | | | | |
| J. Gruden: Visit the Football Heaven | | | | | |
| Making it Short and Sweet | | | | | |
| Making It Short and Sweet | | | | | |
| Making It Short and Sweet/Website Changed | | | | | |
| Marinated and Smoked Wings | | | 47,430 | 486,143 | 126,534 |

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| Hooters Of America Inc | | | | | |
| Hooters Restaurant : Casual Dining Restaurant | | | | | |
| No Title Assigned - #19437775 | | | | | 14,037 |
| No Title Assigned - #19444403 | | | | | 10,320 |
| Tacos Bread and Shrimp | | | | | |
| The ... Fans/Buffalo Shrimp, November 23rd | | | | | |
| The Home of the Race Fans | | | | | |
| The Race Day | | | 152,766 | 1,263 | |
| The Reason to Celebrate | | | | | |
| The...Day/F-Annc, Scenes, Daytona Wings | | | | | 3,228 |
| Watch March Madness | | | 15,438 | 96,061 | |
| Win A 50in TV | | | | | |
| Win a 55 inch TV | | 2,174 | 2,562 | | |
| World Famous Wings | | | | | |
| PBR Monster Energy Buck Off/Hooters : Sponsored Event | | | | | |
| Madison Square Garden | | | | | |
| Madison Square Garden 2 | | | | | |
| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| 360 Degrees Keg Care | | | | | |
| A True Right Hand | | | | | |
| All Day Every Day | | | | | 3,026 |
| All Summer Long | | | | | |
| Awesome Deal For You | | | | | 945 |
| B. Favre: Ball Moves On It's Own | | | | | |
| B. Favre: Off-Target | | | | | |
| Because You Matter | | | | | |
| Best ... Before/M-Annc, Slogan, Logo | | | | 6,558,405 | 4,390,938 |
| Buffalo Wild Wings 9 | 1,864 | 4,384 | 4,828 | 5,317 | 1,740 |
| CREATIVE UNKNOWN | 53,000 | | 66,700 | 0 | |
| Don't Be a Sport | 503,488 | 217 | 367 | 152 | |
| Easy Options for You | | | | | |
| Enjoy All Day | | | | | 24,406 |
| Enjoy All Season Long | 124,102 | | | | |
| Enjoy the Different Flavors | 1,574,258 | 3,616,873 | | | |
| Enjoy the Sauces With Personality | | | | | |
| Enjoy the Spicy Hot Wings | | | | | |
| Experience ... Climax/Visual | | | | | 63,052 |
| Experience the Climax | | | | | |
| Find Your New Friend | | | | 5,064,686 | 8,448 |
| Five Boneless Wings | | | | | 26,152 |
| Foodoo Black Magic | 0 | | | | |
| Games and Madness | | | | | |
| Games are Better in Groups | 0 | | | | |
| Get Anything You Want | | | | | |
| Get Anything You Want | | | | | |
| Get Many Options | 0 | | | | |
| Get the Feeling of Aliveness | | | | | |
| Getting Two is Good | | | | | |
| Hangout For March Madness | | | | | |
| Have Your Perfect Meal Time Here | | | | 800 | 697 |
| Heaven For Sports Lovers | | | | | |
| Helpful Menus | | | | | |
| Kid's Want To Watch The Game 3 | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |

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| Roark Capital Group | | | | | |
| Buffalo Wild Wings Grill : Casual Dining Restaurant | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |
| Kids Learning About Teamwork | | | | | |
| Man Passes On Lucky Hat To Son | | | | | |
| Men ... Jail/Legalese | | | | 9,911 | 1,546,863 |
| Men Watch Game as Mike Goes to Jail | | | | 9,132,937 | 3,530,823 |
| Men Watch Game as Mike Goes to Jail/Wing Tuesdays | | | | | |
| Men Watch Game as Mike...Jail/Audio | | | | | |
| Men...Jail/11 AM to 2 PM | | | | | |
| Men...Jail/15 Minutes Lunch Menu | | | | | |
| No Title Assigned - #16626735 | | | | | |
| No Title Assigned - #16627370 | | | | | |
| Official Hangout For Eleague Fans | | | | | |
| Official Hangout Of March Madness 19 | | | | | |
| Official Hangout Of March Madness 20 | | | | | |
| Quite a Big Surprise | | | | | |
| Right Amount of Beer Taps | | | | | |
| Serving the Sport Fan's Desires | | | | | |
| Take Over Being the Leader/-NCAA | 395 | | | | |
| Take Up the Challenge | | | | 1,196 | 817 |
| The Best Games | | | | | |
| The Draft Game | | | | | |
| The Draft Game/Text | | | | | |
| The Good for One | | | | 471 | |
| The Official Hangout for Fans | | | | | |
| The Real Entertainment | | | | | |
| Trailblazer of Flavors | | | | | |
| Utensil Free Food | | | | | |
| Walls For You | | | | | |
| Watch Games And Eat | | 602,300 | 1,734,350 | 506,500 | |
| Weekend Starts on Friday | 1,378,852 | 1,073,007 | | | |
| Wing Tuesdays & Boneless Thursdays | | | | | |
| Wings in Different Sauces and Seasonings | | | | | |
| Buffalo Wild Wings Grill : Corporate Promotion | | | | | |
| Kids Learning About Teamwork 2 | | | | | |
| Buffalo Wild Wings Grill : Vignette | | | | | |
| CREATIVE UNKNOWN | | | | | |
| Dragons Live Coverage | | 1,706 | | | |
| FX Seance Of The Week: The Avengers | | | | | 12,543 |
| Support Operation Backpack | | | | | |
| Buffalo Wild Wings Grill Casual Dining Restaurant & Pepsi Soft Drink : Combo | | | | | |
| A. Brown; Drink Up | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| 9x To Perfect The Smoke 9 Wings | | | | | |
| All Day Orders | 472,951 | 455 | 612 | 679 | |
| Best Preparation with Eleven Flavors | | | | | |
| Best Preparation with Eleven Flavors/Text | | | | | |
| Best...Flavors/Website Featured 2 | | | | | |
| Best...Flavors/Website, Phone Number, Moline | | | | | |
| Claim What Belongs to You | | | | | |
| Come Enjoy Free Wings | 248 | | 25 | | |
| Come Try Classic Bone-In or Boneless | | | | | |
| Come Try the Classic Wings | | | | | |

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| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Continue The Experience | | | | | |
| CREATIVE UNKNOWN | 1,000 | | | | 1,300 |
| Cure the Crave | | | | | 1,927 |
| Delicious Fiery Wings | | | | | |
| Delicious Fiery Wings/Chicken Tenders | | | | | |
| Delicious Fiery Wings/LA Rams | | | | | |
| Delicious Irresistible Wings | | | | | |
| Dig in to It | | | | | |
| Do Not Give Up | | | 199,255 | 32,876 | 10,410 |
| Don't Give Up | | | 29,811 | 32,054 | 20,848 |
| Eat Whenever You Want | | | 61,113 | | |
| Enjoy Freshly Prepared Wings | | | | | 24,102 |
| Enjoy Freshly Prepared Wings/Audio & -Offer | | | | | 56,186 |
| Enjoy the Award Winning Wings | 218 | 240 | 270 | 313 | 277 |
| Enjoy the VIP Event | | | | | |
| Enjoy Wings in 11 Flavors | | | | | |
| Enjoy with the Expert | | | | | 47,109 |
| Enjoy Your Food | 463,016 | | 244,803 | 251,910 | 58,032 |
| Facility Overview | | | | | |
| Famous Lemon Pepper Wings | | | | | |
| Football & Wings | | | | | |
| Formula for a Perfect GameDay | | | | | |
| Just One Fry | | | | | 1,052 |
| Made When Ordered | | | | | |
| Make ... Irresistible/\$29.99 | | | | | 5,746 |
| Make It Irresistible | | | | | 109,770 |
| Man Loves His Lemon Pepper Wings | | | | | |
| Man Loves His Lemon Pepper Wings 2 | | | | | |
| Man Loves His Lemon Pepper Wings 5 | | | | | |
| Menu More Like a Playlist | | | | | |
| Menu Overview | | | | | |
| More Than 20 Years | | | | | 389,817 |
| Nine Generations and Countless Hours | | | | | |
| Nobody Can Resist the Fiery Sweetness | | | | | |
| Only One Cure | | | | | 1,927 |
| Only One Place | | | | 31 | 34 |
| Order Online | | | | | |
| Order Online | | | | | |
| Order Online | 62,600 | | | | |
| Order Online 12 | | | 310 | 132 | |
| Order Online 13 | | | | 8,342 | 8,641 |
| Order Online 14 | | | | 3,286 | 18,699 |
| Order Online 15 | | | | | 1,151 |
| Order Online 2 | | | | | |
| Order Online 4 | | | | | |
| Order Online 9 | | | 155 | | |
| Outwork to Have | 6,256 | 7,172 | 420,060 | 96,445 | 25,339 |
| Outwork Your Competition | | | 840,900 | 133,909 | 35,774 |
| Psychedelic Experience | | | | | |
| Satisfy Your Craving | 2,502 | 1,948 | 775 | 1,591 | |
| Satisfy Your Cravings | | | | | |
| Spicy Korean Wings | | | | | |
| Spicy Korean Wings/ Chicken Strips | | | | | |
| Start From Fresh | | | | | |

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| Roark Capital Group | | | | | |
| Wing Stop Restaurant : Casual Dining Restaurant | | | | | |
| Start From Fresh 2 | | | | | |
| Summer Boneless Bundle | | | | | |
| Summer Boneless Bundle/No Offer | | | | | |
| Taste of Passion | | | | | |
| Taste That Will Make You Obsessed | | | | | |
| The Expert of Wings | | | | | 149 |
| The Experts On Wings | | | | | |
| The Five Reasons | | | | 7,936 | 13,568 |
| The Game Day Destination | | | | | |
| They Have Became Expert | | | | | |
| Thousands of Other People Want What You Want | 10,644 | 23,385 | 58,308 | 316,399 | 303,837 |
| Took Nine Generations | | | | | |
| Took Nine Generations to Perfect | | | | | |
| Wing Experts 3 | | | | | 952 |
| Wing Experts 4 | | | | | 952 |
| Wing Experts 5 | | | | | 890 |
| Wing Experts 6 | | | | | 974 |
| Wing Stop Restaurant : Online | | | | | |
| Do Not Give Up | | | 39 | | |
| Order It Online | 58,283 | | 28,628 | 60,975 | 25,113 |
| Order Online & Enjoy | | | 21,939 | 790 | |
| Wing Stop Restaurant : Vignette | | | | | |
| \$500 Scholarship | | | | | |
| Cruz Azul vs Dorados 2 | | | | | |
| Scholar Athlete: Nominate Senior Sports Star | 11,625 | 33,476 | 2,951 | 6,120 | 16,713 |
| TeleMundo Nights | | | | 3,098 | |
| Telemundo Nights: Jose Jose | | | 1,674 | | |
| Telemundo Nights: Mi Familia Perfecta | | | | | 1,595 |
| Tijuana vs Leon | | | | | |
| Wing Zone Enterprises Corp | | | | | |
| Wing Zone Restaurant : Casual Dining Restaurant | | | | | |
| Try The Best Flavors | | | | | |
| GRAND TOTAL | 12,903,902 | 16,249,147 | 17,146,184 | 32,464,794 | 19,960,947 |