



Lumber Strategies Presents

BUFFALO WILD WINGS

#ThisIsMyTeam Campaign

**This is a
fictional
campaign plan
created for a class.**



TABLE OF CONTENTS

Situation Analysis.....4-11

Campaign Strategy.....12-18

Media Plan.....19-22

Creative Brief.....23-33

PR Plan.....34-52

Sources.....53-54



SITUATION ANALYSIS

Company History

Buffalo Wild Wings was started in 1982 by founders Jim Disbrow and Scott Lowery. The friends moved from Buffalo, New York, to Columbus, Ohio. After being unable to find wings in Columbus, the pair decided to start their own restaurant, Buffalo Wild Wings & Weck, named after their hometown and inspiration. Buffalo Wild Wings then incorporated beer-on-tap and televisions to their restaurant, and a brand was born.

By 1992, Buffalo Wild Wings had eight locations around Ohio. The brand began franchising and would open 30 more locations in the next two years. Sally Smith joined the company in 1994 as the CEO to further grow the company. Buffalo Wild Wings went public in 2003 and the company opened their 300th store in 2004. The company opened their 500th restaurant in 2008, and in 2010, Buffalo Wild Wings opened their first international location in Canada. In 2014, Buffalo Wild Wings opened their 1,000 location, and had restaurants in several countries. Today, Buffalo Wild Wings has over 1,200 locations.

Buffalo Wild Wings has gone through few rebranding effort. Buffalo Wild Wings rebranded their logo in 1994 when Sally Smith was hired and in 2012 for their 30th anniversary. The color palette has been mostly consistent. A notable change in 2012 was removing all words from the logo.

In 2018, Roark Capital, the owner of Arby's, purchased Buffalo Wild Wings for \$2.9 billion and formed a new company to oversee both brands: Inspire Brands. The CEO of Inspire Brands said their will be no co-branding of Arby's and Buffalo Wild Wings.

Industry Trends

Consumers in general are eating out more. This is in part due to the baby boomer generation spending their disposable income eating out. More notable, young adults 18-30 are waiting longer to have kids and have more disposable income than previous generations. This is reflected in their spending habits. 18 to 30 year-olds spend a larger proportion of their food budget eating out than any other group. Eating out is also correlated with consumer confidence, and current consumer confidence is high.

Buffalo Wild Wings is classified as a full-service restaurant: an eating establishment which serves food, drink, and has a wait staff. Full-service restaurants represent a \$312.2 billion industry and experienced growth of 4.1 percent over the past five years. Asian restaurants are 28.2 percent of the industry, closely followed by American restaurants at 22.1 percent. Even though the full-service restaurant industry is growing, low barriers to entry and high competition make slim profit margins. Buffalo Wild Wing could also be classified as a chain restaurant. The chain restaurant industry is a \$143.6 billion industry and experienced growth of 4.9 percent in the past five years. Most of this growth was due to the emergence of "fast and casual" restaurants.

Consumers are choosing "fast and casual" restaurants more frequently. "Fast and casual" restaurants, like Chipotle or Mod Pizza, typically serve from a food bar and brand themselves as eco-friendly and healthier than their competitors. Consumers are becoming more environmentally and health conscious, and the full-service restaurant industry should be worried because "fast and casual" restaurants brand these traits better than full-service restaurants. Furthermore, meal delivery services like Blue Apron and supermarket food bars like Whole Foods are attracting more consumers and pushing prices down. With that said,



high-end sit down establishments are performing better than low-end sit down restaurants.

Buffalo Wild Wings also serves alcohol and competes in the “bar and nightclub” category. Bars and nightclubs are a \$26.4 billion industry and experienced growth of 2.7 percent over the past five years. Beer and ale represented 34 percent of industry revenue while distilled spirit drinks represented 35.2 percent. The emergence of more niche alcohol establishments like wine bars and brewpubs are bringing new demographics into the market. Buffalo Wild Wings could be considered a sports bar, and would compete with these new establishments.

Consumer Analysis

There are some broad generalizations to be made about the customer who visits Buffalo Wild Wings most often. First, 46.4 percent of people who visit Buffalo Wild Wings the most have an income of over \$100,000. Next, 68.3 percent of consumers who most visit Buffalo Wild Wings are 18 to 44, indicating Buffalo Wild Wings is most popular with a younger crowd. As consumers get older, they become less likely to eat at Buffalo Wild Wings the most. Gender is not a distinguishing factor in people who most frequent Buffalo Wild Wings. While men frequent slightly more, the difference is not significant. Given this information, the consumer that most frequents Buffalo Wild Wings has considerable disposable income and is younger than 50.

There are some clear tastes and preferences for consumers who visit Buffalo Wild Wings the most. People who visit Buffalo Wild Wings the most are 55 percent more likely to be very interested in college basketball than the average person. Furthermore, people who visit Buffalo Wild Wings the most are 39.2 percent more likely to be very interested in the NFL than the average person. Consumers who are interested in sports also appear to enjoy Buffalo Wild Wings, and vice versa.

Alcohol may also be a motivating factor for Buffalo Wild Wings customers. Of people who visit Buffalo Wild Wings the most, 70.5 percent have had a drink in the last 30 days. Furthermore, people who are 25-29 who had a drink in the past 30 days are 159 percent more likely than the average person to say Buffalo Wild Wings is their most visited restaurant. People who have not had a drink in the last 30 days are 37 percent less likely to visit Buffalo Wild Wings most often compared to the average person.

Even with the presence of alcohol, Buffalo Wild Wings still appeals to families. People with one or more child are 34 percent more likely than the average person to have Buffalo Wild Wings be their most visited restaurant. Furthermore, of all people 18-20, 12.3 percent say Buffalo Wild Wings is their most-visited restaurant, and 18-20 year olds are 73 percent more likely than the average person to say Buffalo Wild Wings is their most visited restaurant. However, this population is not making over \$100,000 and are most likely using their parents money. This is good news for Buffalo Wild Wings: parents trust Buffalo Wild Wings with their children and view the establishment as more of a family restaurant than a bar. Teenagers are a secondary market Buffalo Wild Wings should target.



Competitive Analysis

Buffalo Wild Wings' main competitors are other full-service restaurants. They are establishments where groups are served by waiters and where alcoholic beverages are served. For young adults 25-45, they serve as social venues. For midscale consumers, they are a prime location for date night. Some of Buffalo Wild Wings' main competitors are Applebee's, Hooters, Outback Steakhouse and Olive Garden.

Restuarent	Cuisine	Number of Locations worldwide	People 25-29 who had an alcoholic drink in the past 30 days are X more/less likely to say Y is their most visited restaurant compared to the average consumer	People who strongly agree they are careful with their money are X more/less likely to say Y is their most visited restaurant compared to the average consumer	Most popular type of alcohol advertised on website
Applebee's	American	1,936	49 percent	-9 percent	Liquor
Buffalo Wild Wings	American	1,238	159 percent	-24 percent	Beer
Hooters	American	430	209 percent*	14 percent	Beer
Outback Steakhouse	Australian-American	1,002	-7 percent	5 percent	Cocktails
Olive Garden	Italian-American	892	-15 percent	10 percent	Wine

All of Buffalo Wild Wings' competitors vary slightly in cuisine and number of establishments. While the restaurants may brand their food as a certain nationality, all the establishments serve variations of American food. All the chains have establishments worldwide, and Applebee's is by far the largest chain. With that said, Buffalo Wild Wings has dominated the market of 25-29 year olds who have had a drink in the past 30 days. While Hooters appears superior in this category, they have a third of the locations Buffalo Wild Wings has and therefore control less of the market. Both Buffalo Wild Wings and Hooters advertise beer as their main alcoholic beverage, and there is variation in alcoholic beverages among the other restaurants.

Consumers who visit Buffalo Wild Wings the most are less careful with their money compared to consumers who visit their competitors the most. Being careful with money may have an inverse relationship with alcohol consumption, and Buffalo Wild Wings may be able to extract more money out of individuals per visit. A 10 piece (small) boneless wing entree is \$11.49, a beer is around \$5.50, and adding tip and tax makes the bill at Buffalo Wild Wings over \$20. Furthermore, consumers can easily raise costs by having more than one beer. Buffalo Wild Wings is an expensive full-service restaurant which may be why consumers who are less careful with their money are more likely to go.



BWW Focus Group Plan

The objective of the focus group is to learn more about college students' motivations for eating at restaurants. College students age 18-24 are our primary audience and getting detailed descriptions of why they choose to eat out is important. Once we understand these motivations, we can tailor our marketing to this group. The focus group will start by asking general questions which gradually become more pointed and specific and end with a taste test comparing Buffalo Wild Wings with Wingstop wings.

The categories of our questions will be about demographics, when and what students choose to eat, how and what they want to pay and what they associate with BWW.

We will have six participants in the focus group and the session is expected to last 30 minutes.

Focus Group Results

There were six participants in the focus group. All participants were from families who had an annual salary of over +\$100,000, and the group was split evenly by gender.

Participants were served four different types of wings. Two wings were from Wingstop and two wings were from Buffalo Wild Wings. The Wingstop sauces were (1) Spicy Korean BBQ and (2) Hickory Smoked BBQ, and the Buffalo Wild Wings sauces were (3) Asian Zing and (4) Spicy Garlic. These flavors were chosen because their titles are similar.

Overall, the participants thought the BWW product was more quality. Participants liked BWW Spicy Garlic more than Wingstop's Hickory Smoked BBQ but liked the Wingstop's Spicy Korean BBQ more than BWW's Asian Zing. However, participants thought the quality of BWW meat was better. Most participants were willing to pay \$7 for six BWW wings and \$6 for six Wingstop wings.

One participant asked "Do you have any napkins," and another participant responded, "That is what your mouth is for!" This statement is telling because some customers expect to get messy when eating wings and are enthusiastic about getting sticky. Getting sticky may deter some customers and attract others. I gave the participant extra napkins.

The biggest takeaway is that participants called the BWW "Spicy Garlic" sauce "Buffalo." It was also the groups' favorite sauce. Knowing the history of BWW, we know that there is no "Buffalo" flavor without Buffalo Wild Wings. The taste is named after the city of Buffalo, New York, not the animal. Therefore, we know that Buffalo Wild Wings' branding already has a profound impact on the public and we should devise a marketing plan that considers Buffalo Wild Wings' history.

Based on the focus group, BWW serves a superior product to Wingstop.



Brand Analysis: The Four “P’s” of Buffalo Wild Wings

<p>Price The Buffalo Wild Wings menu makes use of both psychological pricing and price lining. Not a single product on their menu features a price without a decimal. Wing prices end in either .49 and .99 while price of sides varies without ever landing on an integer. Wing prices are also price-lined as sizes continue to get less expensive relative to the amount of wings one orders. A large order of wings (18) will save a customer \$2 compared to a small order of wings (9).</p>	<p>Product Buffalo Wild Wings features traditional buffalo style wings as the centerpiece of their menu, supported by an array of bar food and drinks. Within their restaurants, Buffalo Wild Wings food is meant to accompany any and all sporting events featured on their televisions that blanket the walls of their restaurants. This pairing led to the creations of Buffalo Wild Wings’ slogan: wings, beer, sports.</p>
<p>Promotion Recently, Buffalo Wild Wings has focused their marketing campaigns around two promotions. With the start of NFL season, Buffalo Wild Wings debuted their \$5 game day menu featuring a cheeseburger or brat accompanied with fries for \$5. Buffalo Wild Wings also continues to support their “Fast-break Lunch” campaign which features lunch combos ranging from \$7-\$10.</p>	<p>Place Buffalo Wild Wings features 1,238 locations in 50 states and 2 provinces. They place the majority of their locations around city centers (big and small) and metropolitan areas. Buffalo Wild Wings’ headquarters is located in Minneapolis, Minnesota.</p>

Media Usage Analysis

Buffalo Wild Wings spends a majority of their advertising money on television. Research through Kantar showed out of \$174 million dollars spent between May 2016 and April 2018, approximately \$125.5 million was spent on network TV and cable TV ads. While \$3 million was spent on SLN TV and another \$350 thousand on spot TV, network and cable are the dominant forces.

Research done via Simmons OneView revealed that between BWW and competitors Hooters, Outback Steakhouse, Olive Garden, Applebee’s and control group ‘other family restaurants,’ BWW had the highest or second highest index number for consumers that watched professional or college sports games on television, including college football and NBA basketball, in addition to numerous cable TV channels like ESPN and NBC Sports Network. This means that customers that go to Buffalo Wild Wings most often had a higher chance of watching these TV programs or channels. This makes continual advertising on TV a great opportunity for Buffalo Wild Wings to establish and ensure brand loyalty on the programs and networks that their customers watch.

Outside of television, Buffalo Wild Wings’ largest expenditures came from network and local radio, where Buffalo Wild Wings put forward close to a combined \$25 million. Their closest competitor in network radio is Chili’s, who spent right under \$1.5 million. While Buffalo Wild Wings spent a lot of money in certain categories, they could be matched by competitors. Darden Restaurants, who owns Olive Garden, spent \$477 million on advertising in 2016 and 2017, but no data was available on how Darden divided



that money between Olive Garden and the seven other franchise companies that Darden owns. It is worth noting, however, that Olive Garden accounts for 896 of the 1,695 restaurants Darden owns, and that Darden's investors' report from 2017 noted that Olive Garden uses national network TV advertising. Media Post reported that Applebee's spent \$160 million on advertising from January to November 2016, which amounts to an approximate \$320 million for a two-year period similar to Buffalo Wild Wings'.

Marketing charts showed that TV viewership is altogether less today than it was in past years, but the numbers are still strong: Adults aged 25-34 are still clocking in 20 hrs/week, and adults 35-49 are at 30 hrs/week. Nielsen reports from that same source that television is still the largest video consumption source. For sports, the numbers are still raking in views: Sports Media Watch showed the top ten most-watched sports programs clocked in the 449 million viewers. Concurrently, however, minutes spent on streaming devices are also up. When Marketing Charts compared 2015 to 2016, minutes spent on TV went down, but minutes spent on TV-connected devices and Internet-focused devices all went up.

Public Opinion and Stakeholder Analysis

Consumer Thoughts and Social Media

Consumers of Buffalo Wild Wings are those who are looking for a sit down meal in a casual environment. The amount of television screens is a huge draw for any sports fan on game day — especially for Super Bowl Sunday in 2018; half a million people dined out at the restaurant. Catering to sports fans, Buffalo Wild Wings main social media usage on YouTube, Instagram, Facebook and Twitter is often only sports related, otherwise their wings are featured. Earlier this year, the official Buffalo Wild Wings Twitter account was hacked, causing followers to be exposed to racist and vulgar content. The company swiftly apologized, and the company re-gained control of their account. Buffalo Wild Wings is knowledgeable about sports and timely with positions relating to games, drafts and a game day favorite — beer. There is a stigma across the board in many Yelp reviews that consumers dislike the wait time of how long it takes to get their food from the restaurant chain at a variety of locations across the United States.

Media Coverage

Buffalo Wild Wings is a widespread brand with franchise and regular locations across the United States and the globe. With such establishment, news media across the United States covers Buffalo Wild Wings' business transactions, changes in branding and events. Most recently, Buffalo Wild Wings drew media attention for the appointment of their new president, Lyle Tick. In addition, Buffalo Wild Wings receives coverage centered around their personal brand as restaurant with game-day oriented food and beverage options in an atmosphere where sports are the focus. This is evidenced by coverage on beer offered at Buffalo Wild Wings and their company promotions. Buffalo Wild Wings has also drawn media attention for negative events that have occurred at different Buffalo Wild Wings locations, including a lawsuit resulting in a \$1.55 million settlement and an incident in which the company apologized after the national anthem was muted on their television during a sporting event.



Public Opinion and Trends

In Sept, 2016, 45 percent of American consumers surveyed reported that they were not eating out on the premises as a location of a restaurant as often as they would like as compared to 48 percent reporting that they did not purchase food for delivery or takeout as often as they would like. Additionally, younger age groups, such as millennials, are eating out more often. According to Forbes, Millennials spend 44 percent of money spent on food eating out. The amount of money spent on food in and outside of the home is beginning to converge, as money spent on food away from home is rising.

Stakeholders:

- **Arby's Restaurant Group:** Buffalo Wild Wings shifted from a publicly traded company to private on February 5th, 2018 after being purchased by Arby's Restaurant Group, which later renamed itself "Inspire Brands" and is the parent company to Arby's, Buffalo Wild Wings, and R Taco.
- **Headquartered Employees:** Buffalo Wild Wings is headquartered in Minneapolis, MN and employs 2,400 people at their corporate office.
- **All Locations:** As of 2017, there are 1,220 Buffalo Wild Wings Locations around the globe.
- **Franchised Locations:** In Q4 in 2016, there were 609 franchised Buffalo Wild Wings locations.
- **Sports industry:** Buffalo Wild Wings chains have numerous TV screens per location, allowing customers to watch a variety of sports programming while dining at Buffalo Wild Wings. This exposes Buffalo Wild Wings consumers to advertising during sporting events and to the events themselves.
- **Buffalo Wild Wings Customers:** Customers contribute to the engaging game day atmosphere at Buffalo Wild Wings where game day is a central part to Buffalo Wild Wings' brand. Additionally, customers purchase food and beverages as a part of their Buffalo Wild Wings experience.
- **Chicken Farming Industry:** In 2014, 94 million chicken wings were sold, presenting a demand on the chicken farming industry for reliable produce.

Creative Analysis

Buffalo Wild Wings reflects its game day-friendly, sports centric air through their print and TV ads, in addition to a loud social media presence. Buffalo Wild Wings, often referred to as "B-dubs", uses humor, friendship and the appeal of premier chicken wings in their TV ads. These TV commercials have used celebrity spots featuring famous athletes to appeal to their consumer base of sports-fans (Football and Basketball Fan data). Most notably, Brett Favre was featured in a B-Dubs Super Bowl ad, which alluded to the company's Twitter hashtag #hitthebutton. This idea is tethered to fan conspiracy theories that the restaurant can control the outcome of sporting events.

Other TV ads released have often centered around the camaraderie that unfolds between sports fans at Buffalo Wild Wings. These ads place heavy emphasis on the high-energy and friendly ambiance consumers can expect from their local B-Dubs. The majority of the television ads are centered around the experience of the restaurant more than the food. The select ads that do focus on the food emphasize the variety, simplicity, and flavor in their wings and ice-cold beer. Buffalo Wild Wings' print ads are often short, sweet and to the point. They focus on beer, wings and sports, while often touching on the conveniences offered, such as takeout options. Buffalo Wild Wings uses their social media platforms as another advertising to their consumers. B-Dubs uses Instagram as a place to engage customers through interactive photo puzzles, each featuring the distinct black and yellow color palette from the company's logo. The boldness of these colors grabs attention, but can also be interpreted seen as a reflection of the bold flavors and experiences that consumers can experience. Their Twitter presence serves as a news source for consumers, by providing updates on sports games and athletes in the action. Further, they provide witty commentary and opportunities for consumers to be featured on their social media. Currently, fans can submit their Fantasy Football team names for the chance to have their face superimposed onto a video, which is then posted on the company's Twitter. Their Facebook serves as the halfway point between the company's Instagram and Twitter, providing photos, news, engagement, gifs, and short clips.



Competitors that were identified for Buffalo Wild Wings include Olive Garden, Outback Steakhouse, Applebee's and Hooters. The TV ads for these competitors focused on family time, lots of menu options and the idea of having a nice meal for a good value by offering promotions, many of which feature some sort of "course" option, such as Outback Steakhouse's "4 courses for \$15.99."

The ads are upbeat, but focus more on the food and service as opposed to Buffalo Wild Wings which focuses more on the atmosphere of the restaurant and the opportunity to watch sports. Hooters was most similar to the BWW ads, as they focus on watching sports with friends while enjoying cold beer. Hooters uses their waitresses to emphasize that you're never watching the game alone at Hooters. Applebee's has a similar focus on pick-up or carry out which offers a fast, easy and convenient dining option, similar to Buffalo Wild Wings' own take-out offerings.



SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Unparalleled association with chicken wings • 1200+ locations • Child-friendly atmosphere with the presence of alcohol • Strong association with sports 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Prices are not competitive • Negative PR past when it comes to sanitation • One dimensional: reliant on customers enjoying chicken wings
<p>Opportunities</p> <ul style="list-style-type: none"> • Millennials spend more of their food budget eating-out • Consumers are more interested in differentiated alcohol 	<p>Threats</p> <ul style="list-style-type: none"> • "Fast and casual" restaurants attracting millennials • Full-service restaurants with reduced prices • Creative alcohol establishments like wine bars and brewpubs

Key Issues and Implications

1. "Fast and casual" restaurants are attracting more millennials because they are more convenient and healthier than existing fast food chains. Creating more "fast and casual" lunch options, such as the "fast break lunch" and more take-out will attract more millennials.
2. Buffalo Wild Wings' prices are significantly higher than relative full-service restaurant competitors. Promoting Buffalo Wild Wings as a party venue with catering and partnering with pay per view sporting events will help consumers get more out of their experience. Creating specialty beers will also differentiate the Buffalo Wild Wings Brand.
3. Buffalo Wild Wings has come under fire for sanitation reasons in the past. Providing and advertising fresh chicken wings may prove expensive in the short term but do well to improve our image as a safe place to eat.



CAMPAIGN STRATEGY

Consumer Targets

Primary Consumer: New drivers and college students age 18-24 year-old

Buffalo Wild Wings effectively targets 18 to 24 year-olds. 22 to 24 year-olds are 72 percent more likely than the rest of the population to have Buffalo Wild Wings be their most visited restaurant. 18 to 21 year-olds are slightly less likely to have Buffalo Wild Wings be their most visited restaurant. Individuals who are careful with their money are 24 percent less likely to have Buffalo Wild Wings be their most visited restaurant. Therefore, people who are more careless with their money are more likely to eat at Buffalo Wild Wings. 46.4 percent of people who eat at Buffalo Wild Wings the most make over \$100,000. Young people using their parents' money fit this description.

Lumber Strategies dined at Buffalo Wild Wings to conduct primary research by examining the venue and its customers. Most of the customers were 18-24 year-olds, and there were some 30-year-old men and women by the bar. Most of the food was fried, and there were few items considered healthy on the menu. Buffalo Wild Wings offered limited choices for customers beyond wings including burgers, wraps, and sandwiches. The drink menu offered extensive options for beer and other drinks. Lumber Strategies went to Buffalo Wild Wings during a major NFL game local to the area and noticed that there were only a few other customers there. The flat screens covering the walls showed multiple sporting events and were so vivid and loud, they distracted from our team's conversations. Young people with short attention spans seeking a high energy environment would thrive in Buffalo Wild Wings

Brad and "The Boys"



Meet Brad. Brad is a social 21-year-old with male and female friends. His girlfriend, Kate, studies with him on weeknights. The highlight of Brad's week is Sunday Night Football and going out with "The Boys." Brad and "The Boys" won the state championship in football in high school and will be sure to let everyone know. Because Brad got his license before all his friends back in high school, he would drive everyone to Buffalo Wild Wings after high school football game. Going to a Buffalo Wild Wings on a Sunday night brings back fond memories spending time there in high school and gives him a chance to reconnect with "The Boys" before starting another busy week juggling school commitments, commitments for his student organizations and spending time with his girlfriend. Brad is fun loving, desires success and wears his wealth.



Brad has no problem using the credit card his parents gave him. He buys rounds for his friends at the bar and eats out multiple nights a week. Brad eats on impulse. While he values exercise and looking fit, he fails to maintain a healthy diet. If asked, he will insist he eats healthy. but the 25 honey-barbecue chicken wings say otherwise.

Key Takeaways from Primary Consumer

- 18 to 24-year-olds are highly likely to have Buffalo Wild Wings already be their most visited restaurant.
- 18 to 24-year-olds belong to active social communities, spend a larger proportion of their income eating out than other age groups and are less careful with their money than other consumer groups. Buffalo Wild Wings can capitalize on this behavior.
- Buffalo Wild Wings has a large venue to seat a party. This makes the restaurant a logical choice for large groups.
- The sports and jerseys on the wall can generate feelings of nostalgia for the consumer's own sporting career.

Secondary Consumer : 40-year-old married couples invested in their school and community

40-year-old married couples is the campaign's secondary target audience. Individuals age 40 to 44 are 18 percent more likely than the rest of the population to dine at Buffalo Wild Wings. The data on married couples is not statistically significant. These married couples have kids ranging from 5 to 11 years of age. They are involved with their children's sports teams, schools, and they are invested in their kids' success. Their social networks are through community organizations and their children's activities. By targeting married couples, the matriarch in particular, Buffalo Wild Wings can attract the whole family unit.

Buffalo Wild Wings already employs several community marketing tools. Sports jerseys of famous players from around the state line the walls of the restaurant. Table pieces advertise partnerships with the local boys and girls club. These are current efforts by Buffalo Wild Wings to support local, community initiatives. Positioning Buffalo Wild Wings as a community staple will attract "Sharon and Tod."

Sharon and Tod



Meet Sharon and Tod. They are 41-years-old, met in college and have three kids. Sharon is extroverted and the matriarch of the family; Tod is an introvert and enjoys Sharon's company. Tod supports the family on his \$110,000 salary, and Sharon manages the kids' schooling and activities. She is involved with her church (currently organizing the rummage sale), serves as the secretary of the Parent Teacher Organization and is supportive of her friend Carol who was recently diagnosed with breast cancer.



Sharon finds herself incredibly busy despite not having a full-time job. She's found that people in her community often turn to her for advice or help when they need it the most.

Tod cooks dinner three times a week after work because of Sharon's high community involvement. On weekends, Sharon takes the family to restaurant fundraisers where 10 percent of the proceeds go to a community organization. Tod usually hangs out by the bar with the other dads, and Sharon makes rounds around the room so she can visit with all of her friends. Their kids are relatively well

behaved but are loud and have high energy. Discipline is not Tod or Sharon's strong suit.

When the family goes out to eat, Sharon wants to make sure that it is a time for family. While enjoying dinner, she'd be delighted to interact with other families from school, from the kids' sports team or Tod's job. She wants to make sure that even when she and Tod talk to other adults, that the kids still feel like they are enjoying themselves. At the same time, Sharon wants to take her children to a family-friendly restaurant but doesn't want to feel like she and Tod are too old for the restaurant's atmosphere.

Tod also wants to make sure that his family is having a good time when they choose a restaurant. After working a long week, Tod also wants to make sure that he has a chance to unwind, and would prefer to do it in a place where his family can come too. For Tod, unwinding after a long week can include watching a few football games, enjoying a couple of beers and eating food that he wouldn't otherwise eat at home. Tod also wants to ensure that his kids and Sharon are happy with the place that their family chooses to go to on the weekends.

Key Takeaways from Secondary Consumer

- 40-year-old married people are slightly more likely than the average person to have Buffalo Wild Wings be their most visited restaurant.
- These consumers are invested in their community, and Buffalo Wild Wings needs to position itself as charitable and a community pillar to pursue this group.
- Buffalo Wild Wings layout supports the needs of introverts and extroverts. Introverts can go sit at the bar, while extroverts can move around in the large open space.
- Targeting either Sharon or Tod will get the whole family to the restaurant.

Campaign Strategy

The ultimate business objectives to which the campaign will fulfill are increasing in-store traffic of 18-24-year-olds, increase sales — especially Thursdays through Sundays — when many major games are broadcasted, increase consumer correlation between Buffalo Wild Wings and high school sports, and increase customer correlation between Buffalo Wild Wings and the community through community engagement.

The competitive advantage of our product is that Buffalo Wild Wings provides delicious food and drinks in a family friendly and young environment, merging where sports fans can enjoy watching games with their own communities.

The unique selling point is Buffalo Wild Wings is the place you can huddle with your team. What we mean by that is a team comes in all shapes and sizes. Whether it is a literal team, like your high school football team, or your girl gang from work, Buffalo Wild Wings has a table open for you. Compared to other restaurants, Buffalo Wild Wings allows for a casual dining and sports environment for all involved in the sports world and focuses on bringing people from a variety of groups together. Buffalo Wild Wings can serve multiple groups at the same time: your grandmother, your child or your significant other.



The current brand personality of Buffalo Wild is mainly centered around sports. Much of the Buffalo Wild Wings social media accounts and advertising focuses on sports and they do not always discuss the Buffalo Wild Wings experience or product. The desired brand personality of Buffalo Wild Wings is to brand the company as a community sports bar and restaurant where people can come together and enjoy delicious food, a wide variety of drinks, and watch their favorite sports. We'd like to create an image that when customers think of Buffalo Wild Wings, they think of a place that brings people together instead of just a place where they can go out to eat.

Our product can be differentiated from the competition because it serves a different purpose to our customers. While other restaurants mainly focus on the food that is served, Buffalo Wild Wings' current brand position focuses almost entirely on "Wings. Beer. Sports." and the experience that goes along with these three things. By beginning to emphasize that the Buffalo Wild Wings experience allows the consumer to go beyond an average dining experience and enjoy the community atmosphere that Buffalo Wild Wings provides, we are able to differentiate ourselves from competitors.

Unlike other chain restaurants, Buffalo Wild Wings is already designed to provide patrons with an experience where they can interact with customers around them and bond over sports, beer and food. However, it is not just the love for the sports that Buffalo Wild Wings is airing on their massive televisions that gets customers in the door. A mom is coming to supervise her 15-year-old and his high school hockey teammates; a new-to-town single is coming to socialize at the bar because she knows people will be there for the game; a high school baseball team is dining here to discuss their big win they had last week. By highlighting this difference, Buffalo Wild Wings will easily set itself apart from the competition.

We would like to brand ourselves as a place where customers can bring their respective "teams" to congregate and enjoy watching sports, eating food and enjoying a variety of beverages. In order to achieve this we will launch our new campaign focused on communities and emphasizing the importance of dining with their own personal teams through many different media outlets.

Our product will be branded as a place where community meets good food, drinks and sports. To do so, we will focus our advertising campaigns, social media and other in-restaurant materials on the camaraderie people will feel when they visit our establishment. We will also use our atmosphere as a fun — but safe and appropriate for the kids — sports bar to emphasize that goal.

When people think of Buffalo Wild Wings, we want them to think of a place where everyone on their team can come together. We want them to think of their local Buffalo Wild Wings as a place where their community can congregate and enjoy each other's company. We want them to think of this as the only place where they can share a meal in a public setting and watch their favorite game. We hope that Buffalo Wild Wings will become the place that is associated with fond memories of spending time together as a team and family. By providing an experience focused around people spending time together and creating lasting relationships, we will be able to create such an environment.



Timing

Our campaign will kick off right away with the New Year in 2019 and end in June following the conclusion of the NBA Finals and the NHL Stanley Cup. By starting at the New Year, the campaign would coincide with the beginning, conclusion and/or middle of several sports at the collegiate and professional levels, which appeals to Brad, Sharon and Tod. This time of year will also coincide with the middle of many winter sports seasons for children and teenagers which will appeal especially to Sharon and Tod whose kids will be looking for places to eat with their teammates after their games or practices. Regarding Brad's social life, he will be starting his New Year ready to revitalize friendships that he may have neglected over the last semester of college. Not wanting to lose his social status, he will continue sustaining his current group of friends that he loves watching sports with by visiting the local Buffalo Wild Wings.

By taking the campaign all the way to June, Sharon and Tod will have taken their kids through winter and spring sports seasons. In addition, this will cover the majority of college and professional basketball and hockey seasons. This timing will also match up to the end of the NFL season and the start of the MLB season, which appeals to both of our target audiences.

Seeing as a variety of sports will be happening all throughout the week, the campaign would emphasize going to Buffalo Wild Wings especially between Thursdays and Sundays. The weekend incentive would allow for more free time for Brad to spend with his boys, and be beneficial for Sharon and Tod because their children's weekend meets or games.

Outside of a sports context, since the campaign will emphasize communities outside of exclusively teams, the weekend positioning for large groups to get together is still at a good time. The campaign will focus on dinner over other meal times because it is after work and school hours and is the most accommodating for people's busy schedules. After a long day at work, Sharon and Tod are exhausted. When they pick up their kids from afterschool activities in the evening, Buffalo Wild Wings will be the perfect place to go before heading home for the night. While dinner time is the perfect time to discuss everyone's day, at the same time, many professional and collegiate sports games will be broadcasted during the night, appealing to those who want to catch up on the games.

The campaign will be prominent in mid-size cities such as La Crosse, Wisconsin, to appeal to Brad, Sharon and Tod. While these areas have more activity and options than small cities or rural areas, these areas are populated enough to draw large groups of people to play off of our community focus, and there is a larger chance that there will be more families like Sharon and Tod's with disposable income. Moreover, there would be a larger chance that families like Sharon and Tod's have kids that are in or approaching Brad's age, making Buffalo Wild Wings a strong contender for when Brad wants to meet up with his friends. At the same time, competition will be more limited compared to an urban area. For consumers like Brad, the campaign will target campuses of the Big Ten Conference that have a Buffalo Wild Wings near or on campus as these schools will have a focus on their own respective athletics and large populations of Brad's age group. This will come in handy for assembling groups together for a variety of reasons: sports teams, club meetings, Greek life, music groups and so many more student organizations.



The campaign will allocate resources towards TV, particularly network and cable TV, as both of those resources broadcast major sports games. This would also reach a lot of families like Sharon and Tod's, especially when the home family is gathered together in the living room to watch an NFL football game on Sunday. To reach more consumers like Brad, we would allocate resources for streaming service ads such as Hulu or Fox Sports. As younger consumers turn more to streaming services instead of traditional television networks, we would be reaching those consumers more effectively.

Outside of traditional and streaming television, we would allocate money towards online video ads such as YouTube through both mobile and desktop and other funds towards social media networks like Facebook. While online ads would reach a lot of consumers like Brad, older consumers like Sharon and Tod, would still see these advertisements when scrolling through their Facebook feeds. The internet is filled with consumers, it is just a matter of finding the consumers like Brad, Sharon and Tod: young social media users that like sports, for example, have a larger chance of being like Brad, while older social media users with disposable income would have a larger chance of being like Sharon and Tod.

IV. The Big Idea

What are the three key issues that this campaign must address?

1. The first key issue to address through this campaign is to make Buffalo Wild Wings equally appealing to young people, families and sports fans alike.
2. The second key issue to address is to highlight that Buffalo Wild Wings is easily equipped to provide a community environment. Buffalo Wild Wings will look to franchise owners and general managers for suggestions to provide local craft beers, hang more local sports jerseys in each location and find other ways to integrate each Buffalo Wild Wings with the community.
3. The third key issue this campaign will address is rebranding Buffalo Wild Wings as not just a sports bar or a place for single men to watch sporting events, but as a place for everyone. The restaurant is more family-friendly than the average bar, and families will feel comfortable bringing their kids here. There is always a table open for your team.

What do we expect our target to do, feel or understand as a result of this advertising?

Buffalo Wild Wings is a place for your personal team or community to gather regardless of whether this team is your family, sports team or a group of girlfriends. Not only will this advertising reflect Buffalo Wild Wings inclusive and versatile nature, but it will also highlight the restaurant's ability to accommodate your desired experience. Whether it be the pre-game, during the game, or post-game, Buffalo Wild Wings is a place where your team — big or small — will feel welcome.

What is the key insight that we have into our consumers?

Buffalo Wild Wings consumers are subconsciously coexisting in the restaurant with varying age-ranges and different desired experiences. The primary consumers of Buffalo Wild Wings are 18-24-year-olds, while the secondary consumers are 40-year-old married couples. The wide range of appeal that Buffalo Wild Wings yields a competitive advantage that separates the franchise from its competitors.



What is the strategic “one thing” we need to communicate?

Buffalo Wild Wings has the space and resources to accommodate whoever you want to come with, whether it’s your actual sports team, your family, your close friends or your fellow sports fans, Buffalo Wild Wings is the place where you can huddle.

What tone will the campaign strike?

The campaign will instill in our audience that Buffalo Wild Wings is a place where everyone should

feel welcome to come together, for whatever their reasons are. We want our consumers to know that coming together doesn’t have to be for a special occasion or reserved for the weekend, and Buffalo Wild Wings is the best place to do so. While we know that sports bring us together, our campaign will remind people that every type of team, sports or otherwise, is welcome in our restaurants.



MEDIA PLAN

The Ruling

Buffalo Wild Wings' latest campaign would launch in January 2019 and run through December 2019. The goal of the campaign is to promote Buffalo Wild Wings as the place where consumers could huddle up with their team, with a communal focus outside of a strict-sports audience while still maintaining BWW's energetic sport-driven brand. With different seasons of sports overlapping at different points of the year, we will take a continuous spending approach with pulses in January, March and October, each pulse coinciding with a different PR initiative. There will also be slight variations in spending for different expenses depending on the month to keep different media buys on their own individual schedule, thus spreading our message more consistently through a variety of media forms. Through our campaign, we aim to reach 70 percent of our target audience of full-time college students three times; this means we will have to reach 8.61 million people and create 26 million impressions through the course of a year.

The Offense: Aperture

While Buffalo Wild Wings will be promoted as a communal sports bar with capabilities outside of serving only sports teams, BWW's pre-existing sports connotations will be taken advantage of, as sports are a widely popular and widely viewed pinnacle of modern American culture. We will be reaching our primary and secondary audiences mainly while they are consuming other media, as using technology at BWW is central to their brand as consumers watch sports while eating, in addition to appealing to our younger primary audience, Brad, who is very tech-savvy, and Sharon and Tod, who grow continuously more tech-savvy as their kids grow up with it.

Launching the campaign in January will coincide with the NFL postseason start. While the Green Bay Packers are unlikely to make it into the postseason, their brand and their quarterback, Aaron Rodgers, have a prolific and long standing brand recognition that will draw viewers, especially with a good cause. Ads centered around Rodgers and the recent California fires will premiere in January via prime time television and cable. The connection to Rodgers will maintain BWW's sports connotation, but the PR nature of the ad and the showing of the ad on non-sports programs will expand BWW's brand to less serious sports fans and more casual audiences. In addition, the leading pulse in January will feature a week-long Snapchat filter that will launch the day after the Aaron Rodgers ad premieres.

The campaign will also pulse in March and August. In March, Buffalo Wild Wings will promote its hashtag #ThisIsMyTeam with a coinciding emoji to donate to the Special Olympics, which will take place March 14-21, 2019. The pulse will also feature the return of the Snapchat filter for the week of the Special Olympics and commercial airtime for the NCAA basketball tournament's first and second round games. In September/October, the last pulse will feature Kyle Kuzma, NBA basketball player, in a similar ad to the Aaron Rodgers piece, though this time connecting to his hometown of Flint, Michigan, and the widely-known clean water crisis that has affected the town. These ads will air leading up to and during the start of the NBA regular season and feature another week of the Snapchat filter.

Aside from the PR-related pulse spendings, the only other special event pulse will be the MTV Movie Awards in June 2019 and a week of the Snapchat filter. College students showed a 71% more likelihood to plan to watch and households with children ages 12-17 showed a 22% more likelihood to plan to watch (Kids in Households v. Restaurants and Special Events) this event, so it is a worthy addition to increase frequency in the middle of a non-pulse period.



Television

Research data shows that the shows Empire, Family Guy and The Simpsons are all popular with full-time college students, people who visit BWW the most and in households with children. The Simpsons showed index numbers of 155 for college students, 122 for households with children aged 6-11 and 211 for people who visit BWW the most, meaning those audiences were 55%, 22% and 111% more likely, respectively, to watch Empire¹ (Audiences watching and cable programs). BWW will start with showing Aaron Rodgers ads during these programs before airing other BWW ads throughout the rest of the year. For cable ads, BWW will focus in particular on The Flash and The Walking Dead. The former is shown to be popular with households with children aged 12-17, reporting an index number of 127, while the latter reported a 156 index number for full-time college students¹. Both programs were even more popular for consumers that went to BWW the most, reporting 182 and 211, respectively, making these two shows solid ground to reiterate to loyal BWW fans while also bringing in new ones. The only late night programs that consistently interested households with children was Jimmy Kimmel Live!, which reported households with children ages 12-17 were 23 percent more likely to watch and households with children ages 6-17 were 45% more likely to view the show with at least some attention. Full-time college students were 37% more likely to watch Saturday Night Live, the highest-scoring late night program for the target audience. The same ads will be promoted on national late night television, in addition to spot cable and spot television for focus in mid-size cities.

Sports Streaming Services

One unique aspect for Buffalo Wild Wings' campaign would be its focus on streaming services. As young people continue to prefer streaming versus traditional television, Buffalo Wild Wings will reach Brad by marketing on those platforms. Consumers aged 22-24 yielded an index number of 248 when using a website or app from a broadcast or cable provider and an index number of 187 when using Hulu Plus, both in the last 30 days⁴ (BWW and Age v. Streaming Service). With such high index numbers, Buffalo Wild Wings would spend a large portion of its budget on Hulu and other streaming channel buys to increase the frequency to viewers on those platforms.

Social Media

Social media and other recreational Internet usage is extremely high between full-time college students, households with children and consumers who visit BWW the most of any restaurant. Research revealed full-time college students were 219% more likely to visit Twitter and 170% more likely to use Instagram within the past seven days⁷ (Audience vs. Social Media Websites), along with 211% more likely to use Spotify. BWW will reach out to full-time college students with the aforementioned Twitter promotions, native Instagram advertisements and audio ads on Spotify. Households with children were 15% more likely to use Facebook, 29% more likely to use Pandora, 20% more likely to use YouTube and 32% more likely to use Instagram. Similarly, BWW will stream audio ads on Pandora, the aforementioned Instagram ads, native post ads on Facebook, and snippets from other campaign video materials as Youtube video ads.



Radio

Buffalo Wild Wings has experience in media buys for radio and will continue to do so for this campaign. In order to reach our secondary audience, we will be advertising on non-sports radio stations in order to promote the communal aspect of BWW. For morning radio, BWW will advertise on contemporary Christian radio and religious radio to appeal to Sharon and Tod on their daily commute to work or as they drop off their children to school. The research showed that households with children ages 12-17 were 57% more likely to listen to contemporary Christian radio and 48% more likely to listen to religious radio, both between 6 - 10 a.m.; between 10 a.m. - 3 p.m., the research showed that households with children were around 40 percent more likely to listen to religious radio and between 31-58 percent more likely to listen to contemporary Christian radio.

For evening radio, BWW will be advertising on contemporary hits radio, which yielded high index numbers in our research for households with children in addition to full-time college students and consumers who visit Buffalo Wild Wings the most out of other family and sit-down restaurants. Between 3 p.m. - 7 p.m., full-time college students were 83% more likely to listen to contemporary hits radio, while households with children aged 6-11 and 12-17 were 64% and 49% more likely to tune in, respectively. In addition, BWW consumers who visited the most were 64% more likely to be tuned in. While these numbers dip slightly for the 7 p.m. - midnight range for households with children, they increase for full-time college students and BWW consumers, so staying on those stations into the late night would also expose us to more of our target audience of students like Brad. In addition, BWW would also expand to urban radio stations as well, which showed consumers like Brad were 123% more likely to be listening to and around 57% more likely for households with children between 7 p.m.- midnight.⁸ (Audiences Radio Preferences)

The Field of Play

With 1,238 Buffalo Wild Wings locations across the country, a national campaign will be implemented, but with a particular focus on two areas: colleges and universities whose athletics are in the Power Five conferences and mid-size cities such as La Crosse, Wisconsin or Eau Claire, Wisconsin, only focusing on those locations that have a Buffalo Wild Wings in or near the city limits.

College campuses will be emphasized for BWW's primary audience, Brad. Since Brad loves sports, going to a school which has Power Five athletics already gives Brad one reason to go to Buffalo Wild Wings, let alone whatever other groups he forms on-campus such as intramural sports teams or group projects. These college campuses are home to a large number of 18-24 year old consumers, so by focusing on these campuses, BWW's will reach many of their primary audience in a condensed area.

Sharon and Tod will be targeted in mid-size cities such as Joliet, Illinois and Providence, Rhode Island with a Buffalo Wild Wings location within city limits. Mid-size cities will have less competition when compared to a large city, but will still have restaurants such as Buffalo Wild Wings within a drive-able distance. In addition, mid-size cities will have more populated high



schools, which will be appealing for Sharon and Tod to bring high school sports teams or other organization groups to BWW following a performance like a swim meet or a play, in addition to many opportunities for high school students to engage in BWW content like YouTube ads and the Snapchat filter that may encourage them to go to BWW with their team.

The Defense: Budget Allocation

Buffalo Wild Wings will use \$60 million over the course of the year to fund its campaign. As a millennial-focused campaign, much of our content is based in online spending. We have budgeted just over \$19 million for fixed digital media costs, the majority of this coming from the Snapchat filter that will be used for five weeks out of the year, and just under \$25 million for CPM costs, which accounts for sports streaming, social media ads and audio Spotify and Pandora ads.

Approximately \$5.6 million will be spent on impact media purchases, covering the Aaron Rodgers/Kyle Kuzma rollouts for their respective sports, the Special Olympics promotion during the NCAA tournament and the MTV Movie Awards. Lastly, Around \$11.6 million has been budgeted for traditional media, based primarily in cable and network primetime television and spot cable primetime television, with additions to late night . Network television late night and national radio in the morning and evening round out the budget, with the remaining \$1.75 million as a crisis management emergency fund. While Aaron Rodgers and Kyle Kuzma would tentatively film their ads for free, BWW is prepared to spend up to \$1 million of the crisis funds on both athletes.



CREATIVE BRIEF

Creative Overview

Our creative alters our current brand positioning as it moves us more towards a community focused atmosphere that puts an emphasis on bringing any team to the BWW table. With the idea of “huddling,” we are hoping to make BWW a place where everyone can come to get together for quality time, to catch up, to plan, to celebrate, or to come together in support of each other or the wider community.

This message appeals to both of our target audiences. For 18-24, this is the place for them to catch up and spend quality time with their squad or team. For our 40 year old audience, this is a place where they can bring their families and feel as though they’re spending quality time with the family, while also being a part of the larger community, both in their home-city and with their wider sports-fan community. Our creative leans more into our emphasis on a sports bar that celebrates every type of team. It is everything that people love about a traditional sports bar but inclusive to groups that may not feel welcome or entirely comfortable in another type of sports bar or restaurant.

The unifying theme of our campaign is that Buffalo Wild Wings is the place to huddle with your team. We expand the idea of team outside of tradition sports teammates to also include friends, family, and your fellow fans as people that are a part of your huddle. By centralizing our campaign around a huddle, we include many groups of people while also sticking with the central elements of BWW such as sports and comradery. We also expand Buffalo Wild Wings’ branding to make it a community place and a sports bar that celebrates community just as much as it does sports, food, and beer.

Social Media Facebook Post

The intended message for our Facebook post is that Buffalo Wild Wings is a place where you can come to enjoy a meal with anyone that is in your life. The intended target audience for this ad is both our primary and secondary audiences. Both of our audiences, 18-24 year-olds like Brad, and 40 year-old married couples like Sharon and Tod, can be targeted and reached effectively through Facebook. Our target audiences will pay attention to this message because both of these groups are always looking for places where they can eat that will make everyone happy, whether that's a big group of friends or a family of four, it's a reminder that Buffalo Wild Wings can be that place where they can bring everyone.



Buffalo Wild Wings

Sponsored · 🌐

Friends, family, teammates, and fellow fans; Come together with everyone who's in your huddle at Buffalo Wild Wings. #huddleup



BUFFALOWILDWINGS.COM

Huddle Up

Celebrate your team at BWW

See Menu



Like



Comment



Share

Instagram



Buffalo Wild Wings
Sponsored



See Menu



#huddleup with your friends, family, fellow fans, and teammates at Buffalo Wild Wings #BWW

Social Media Instagram Post

The intended message of this piece is to show that a huddle isn't just for a sports team. We are showing that a huddle is between friends, but our caption indicates that you can huddle with all of the different groups of people in your life. Our Instagram ads are intended to be seen by the 18-24 year-old audience. They will pay attention to this message because it is current and BWW is popular among the Instagram's primary audience.

Radio and Streaming Audio Ads

Radio/Audio Streaming Ad Script 1

Person 1: "Are you going to Buffalo Wild Wings later?"

*Chatter starts building slowly in the background

Person 2: "Are you going to Buffalo Wild Wings later?"

Person 3: "Are you going to Buffalo Wild Wings later?"

*Audio speed increases as more people ask the question

Person 4,5 and 6, slightly offset from each other: "Are you going to Buffalo Wild Wings later?"

*Noise continues to build until a buzzer goes off

*Buzzer

Voiceover: We'll see you soon for your post-game huddle

Rationale: The intended message of the piece is that Buffalo Wild Wings is a place that everyone will go to, for any occasion. Our intended audience is pretty much everyone, as the voices will be of different genders and voices. The building nature of the voices and the noise in the background will draw people in and make them pay attention to our message.

Radio/Audio Streaming Ad Script 2

*Loud cheers like that of a stadium full of people

Announcer: And they've done it! They have won the Superbowl!

*Camera clicks sounds and a volley of reporter's asking questions

Journalist: (Athlete last name)! (Athlete last name)! You just won the Superbowl, what are you doing next!?

Player: I'm going to Disneyland!

*silence

Journalist: Where are you actually going?

Player: ... I'm going to Buffalo Wild Wings for a post-game huddle with my family

*Cheers

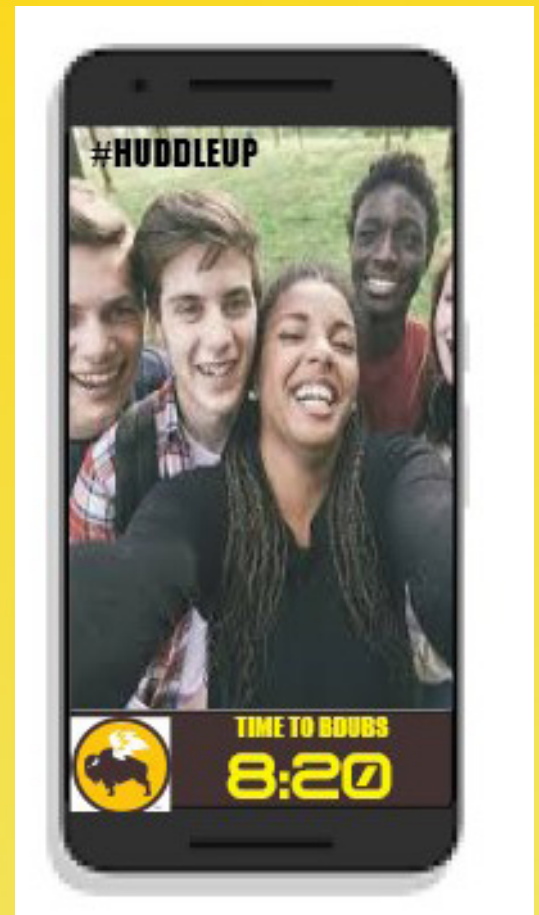
Rationale: The intended message of this is to convey that Buffalo Wild Wings is a realistic restaurant option for anyone to come to, especially after a big occasion or sporting event. Our target audience for this message is anyone, though radio tends to focus on our 40 year-old married couples and steaming audio such as Spotify has an audience that is in line with our 18-24 year-olds. Our audience will pay attention to this message because it is a concept that they are familiar with and a remix of an idea that they already understand.

Snapchat Filter

The snapchat filter engages our audience and encourages them to take a selfie of them in a “huddle” with their friends. It also has a play clock which, using the in-app location services where users share their location with Snapchat, it will give the time to the nearest Buffalo Wild Wings. The intended message of this piece is that BWW is nearby, so you don’t need to travel a long way to enjoy a meal. The “#huddleup” in the corner tells our audience that BWW is a place where you go with a group of people, but leaves it open as to whether your huddle includes your family, friends, teammates, or just your fellow sports fans.

The intended target audience of this message is younger people, including high school students and 18-24 year olds like our “Brad” character. They are more likely to use Snapchat and we will buy this filter in places where these groups tend to be including high schools in mid-size cities and college campuses to better target this audience.

This target audience loves to see what new Snapchat filters are available every day. Not only is this one fun and interactive, but it also encourages people to take photos with whatever group they are with and post it on their Snapchat story to show their followers that they are huddling with their group. Additionally, if they are at Buffalo Wild Wings already and want to share that with their network, this filter will encourage them to share it more widely, as you’re more likely to post about being somewhere if it has its own filter.



Streaming Service Ads

These streaming service ads were created to appeal to BWW’s primary target audience of 18-24-year-olds using apps with unskippable advertisements such as Hulu. These ads are intended to be lighthearted representations of the types of communities that gather in BWW. There is an emphasis on sports and camaraderie, while drawing in definitions of a team. The ads provide a platform that is simple for reproducing the ad and appealing to different target audiences. It allows BWW to represent itself as a place that welcomes diversity and embraces difference. Most importantly, the ads encourage sports, but broaden the definition of who attends BWW to encourage consumers to visit whether or not they are avid sports fans. The streaming ads will also help promote PR efforts to encourage “teams” of 6 or more to visit their local BWW for special deals.

The first ad is targeted towards teams of athletes, ranging from mountain climbers to the benchwarmers. This theme allows BWW to represent itself as a place that centers around the idea of a “team” regardless of how it’s defined. The emphasis on diversity will allow consumers to look at the idea of “team” and apply it to their own circumstances.

The second ad used the same platform to describe the different types of people that comprise a friend group. The ad characters are relatable and entertaining, yet they are relatable. Ideally, consumers will consider who these relatable characters are in their own lives, and reconsider their friend group as a team.

Streaming Service Ad I

*Light yet upbeat music plays throughout the duration ad



Shot 1: A shot of a football team with a female teammate getting ready to huddle up

VO: This is a message for the red zone risk-takers.

Nat. Sound: Whistle blowing, patting each other on the back



Shot 2: A group of girls sitting on a bench

VO: The participation-award winners.

Nat. Sound: Kicking soccer ball, faint crowd cheering



Shot 3: A team of skiers hiking up the side of a mountain

VO: The ones who push themselves past their limits.

Nat. Sound: Snow crunching under boots



Shot 4: Shot of athlete getting hit in the head with a soccer ball

VO: The rookies.



Shot 5: Shot of a "dare devil" riding a motocross bike

VO: The ones who don't like to play by the rules.

Nat. sound: Motorcycle revving in background.



Shot 6: Person on the sidelines filling up cups of water

VO: The water-cup fillers.

Background music grows louder



Shot 7: Shot of all of the different friends of a team come together

VO: At Buffalo Wild Wings, we don't care who your team is. Huddle here

Streaming Ad II



Shot 1: Mid-shot of fan at BWW watching game and cheering wearing a Tom Brady jersey

VO: This is a message for the one who will name his first born after their favorite quarterback



Shot 2: A table at BWW with several sides of ranch, mid-shot of customer dipping wings into ranch

VO: The one friend who swears everything tastes better with ranch



Shot 3: Wide shot of group of friends cheering at BWW, one girl vigorously texting completely unfazed by everything going on around her

VO: The one whose favorite sport is texting



Picture 4: Mid-shot of another member of the same table occupying a large portion of the table with beer, cheering another member of the table

VO: The one who considers beer a food group

Nat. Sound: Glasses clinking



Picture 5: Wide-shot of character sneaking food off of table-mates plates

VO: The one who doesn't eat their own food



Picture 6: Wide-shot of character celebrating when everybody else is sighing, scoffing, etc., characters all representing the same team, wearing the same jersey/paraphernalia

VO: The one who always accidentally cheers when the wrong team scores



Picture 7: Group shot of the entire table eating, watching sports, talking

VO: At Buffalo Wild Wings, we don't care who your starting 6 is. Huddle here.

Nat. Sound: laughing, talking, game in background.

Hometown Player 60-second Ads

The hometown player ads will make an emotional appeal towards Buffalo Wild Wings customers. The idea behind this campaign is to highlight BWW's role as a community gathering place and to represent all different types of teams.

The first 60-second television ad will chronicle Aaron Rodgers' football career as he travels through his hometown of Chico, California after the recent wildfires that devastated much of the area. Rodgers will speak of his memories starting from his early days of football, all through his junior college debut, focusing on the overarching communities that allowed for him to achieve so much. Eventually, Rodgers will arrive at his local Buffalo Wild Wings, where players from the pee-wee level of his football career through his junior college career will all be waiting. The restaurant will be decorated with Rodgers' jerseys throughout the years. It will end with people from all eras represented in Rodgers' life embracing him as he walks into the restaurant. This ad will emphasize community of all ages and in varying capacities. Community will be represented through the people of Chico who faced these fires together. It will be reflected through the teams, ranging from children to college-aged students, who hold the same passion and love for sports that Rodgers does.

The second 60-second television ad will focus on basketball player Kyle Kuzma's background growing up in Flint, MI. Kuzma will talk about the difficulties of growing up in a place like Flint with a focus on people in his community that helped him build a better life for himself by supporting his passion for basketball. It will also focus on his efforts to bring those same opportunities back to the children of Flint. In the ad, he will reconnect with former friends, teachers and other community members. As in the Rodgers ad, it will end with Kuzma going to his home Buffalo Wild Wings and being greeted by friends, the kids he coaches, family, and other Flint community members. The ad will end with information about how to help bring relief to the people in Flint and the water crisis that they face.

These ads will reflect the restaurant's sheer capacity for accommodating "teams" of people. It will reflect BWW's role as a community that is welcoming to all. It will represent the restaurant's goal to encourage people to celebrate and huddle together as a whole, while with your own team. It's a place where people can celebrate and huddle together during the times people need the support of your team more than ever.

The ads will emphasize that BWW is more than just a sports bar. It will reflect its ability to bring people together. The ad will be aired on family networks, namely, Freeform, which hold the same inclusive, community-oriented values that BWW is trying to convey through this ad.

This ad campaign will coincide with greater PR efforts that will incentivize donations to local fire stations, wildfire relief and Flint relief efforts with special deals. There will also be special deals designated to customers bringing in their "team" of six people or more.



Aaron Rodgers Hometown Player 60-Second Ad

Shot 1: Footage of the Chico, California sign showing population, emphasis on the size of the town

VO of Aaron Rodgers, introducing Chico as his home

“I’ve grown up in Chico, I’ve spent a great deal of time up there, I played a lot of football and basketball and sports up in Paradise.”



Use audio from press conference: <https://www.sacbee.com/news/state/california/fires/article221838365.html#storylink=cpy>

Shot 2: Childhood footage of Rodgers playing football

“This is where I learned to play football. I learned my passions. I learned what a team is”



Image 3: Overhead shot of Chico-area after wildfire devastation

VO of Aaron Rodgers touching on the forest fires

The fire has taken lives, homes and businesses, but it will never be able to take away the strength of our community,” Rodgers, nostalgic music in the background

Use audio from press conference: <https://www.sacbee.com/news/state/california/fires/article221838365.html#storylink=cpy>



Image 4: Close-up shot of Rodgers driving in his truck with a dog relieving growing up in Chico



Image 5: Aaron drives by the Chico Fire Department

Aaron: “I had the fortune to meet some great firefighters from Santa Monica in the offseason. They sent me this hat and as I was thinking at my house today, this was the only kind of paraphernalia that I have that could represent my support for those folks who are fighting the fires.”

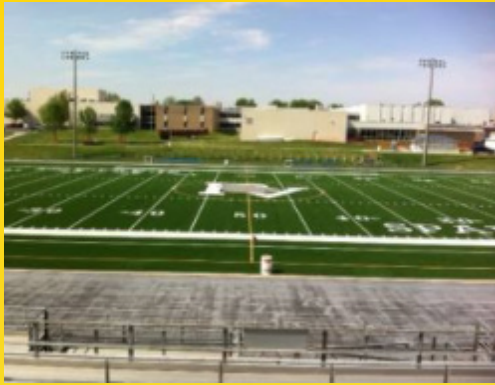


Image 6: Shot of Rodgers driving by his high school and high school football field

VO of Rodgers: "This was my high school. So many memories. This is where I really learned to love football."

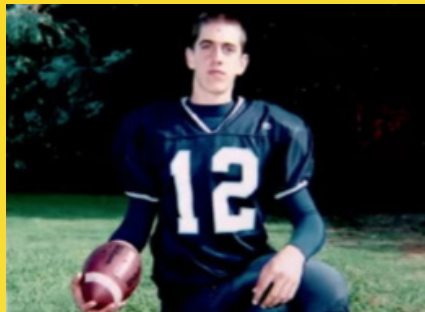


Image 7: Footage of Rodgers playing high school football, celebrating with his teammates after winning a game
Light music in the background

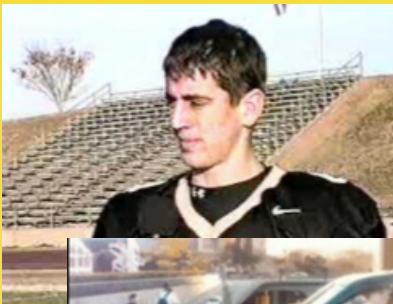


Image 8: Shot of Aaron's first college football stadium
"This is where I began my football career. I didn't know what I wanted to do. Who I wanted to be. This is where I learned what football meant to me. What it meant to be part of something bigger than myself"



Image 9: Brief footage from Rodgers's interview playing at Butte Community College, <https://www.youtube.com/watch?v=Pd9ESWsd9J4>

Image 10: Rodgers pulls into BWW
"The one thing I've learned is to never forget where you came from, and who helped you get there."

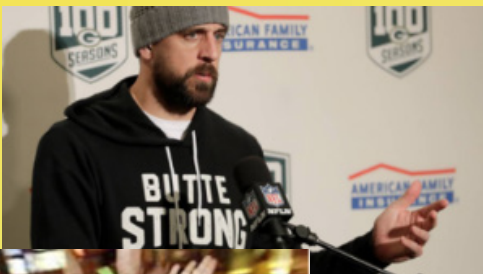


Image 11: Shot of Rodgers walking into BWW, wearing shirt reading 'Butte Strong' in support of fires

Rodgers is met with all of the different communities that helped get him to where he is today, Aaron sees his loved ones, coaches, teammates, the different teams that he talked about, the firefighters, Rodgers is shaking hands with people and saying hello.



Image 13: Buffalo Wild Wings logo, "Huddle here", Donation information at the bottom of the screen



Kyle Kuzma Hometown Player 60-second Ad

Shot 1: Footage from Kyle Kuzma during his career as a Los Angeles Laker
VO: Basketball has always been a safe haven for me.



Shot 2: Over-the-shoulder shot of Kuzma driving through Flint
VO: Growing up in Flint wasn't easy. It's pretty much a third world country.



Shot 3: Second establishing shot of Flint, MI with his family next to him
VO: "A lot of crime, a lot of violence. You look at the city, it's beat down, houses are boarded up and we don't have [clean] water still. It's been that way ever since 2014, and that is going on four, five years. It is definitely disheartening that we continue to let a city in America do this."



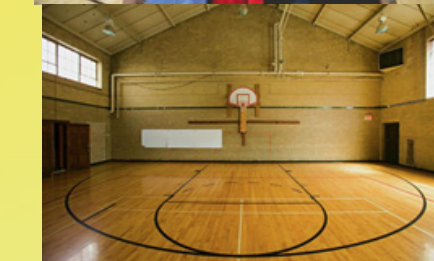
Shot 4: Footage of Kuzma playing basketball as a kid in Flint
"Playing basketball was always my escape from it all. I could go to a place mentally and physically where I didn't have to think about any of it. I could do something good for myself."



Shot 5: Over the shoulder shot of Kuzma looking at his childhood home
VO: It's crazy to look at it now. To see how much life can change.



Shot 6: Photo from Kuzma's high school graduation
VO: "Getting yourself out of this place isn't easy. You need to have a people in your life that won't let you fail."



Shot 7: Kuzma arrives at the basketball court where he played growing up
VO: I wouldn't be where I am today if it weren't for the people I played with on these courts. Without my family. Without the coaches that taught me. It's all about the support system. It can help you achieve anything. And now it's my time to express my gratitude and give back to the community.



Shot 8: Footage of Kuzma coaching basketball at Kyle Kuzma's Basketball Camp in Flint

VO: *Kuzma describes his basketball camp and how it benefits the city of Flint* It's about being part of something bigger than yourself.



Shot 9: Kuzma eating at the BWW in Flint, Michigan with kids from his basketball camp, his family and others he is close with from his hometown

VO: A team can mean a lot of things. But at the end of the day, a team is your family.

Nat sound: People talking at BWW



Nat Sound: People talking and laughing at BWW

Music plays in background.



Shot 11: Information on how to help with relief efforts for Flint

Music plays in background



PR PLAN

Public Relations Strategy

Buffalo Wild Wings is a privately traded company that is an entity of Inspire brands. Inspire brands includes Arby's, Rusty Taco and Buffalo Wild Wings. Our brand is important to both stakeholders and consumers who are interested in broadcasted sports and a community atmosphere. Our brand is relevant to consumers because Buffalo Wild Wings provides an atmosphere in which consumers are able to enjoy watching multiple broadcasted sporting events at once while also enjoying delicious food and drinks with their community. To emphasize these attributes, Buffalo Wild Wings will focus on the "team" atmosphere of the communities they serve.

Stakeholders

1. Arby's Restaurant Group: Buffalo Wings Wings shifted from a publicly traded company to private on February 5th, 2018 after being purchased by Arby's Restaurant Group, which later renamed itself "Inspire Brands" and is the parent company to Arby's, Buffalo Wild Wings, and Rusty Taco.
2. Headquartered Employees: Buffalo Wild Wings is headquartered in Atlanta, GA and employs 2,400 people at their corporate office.
3. All Locations: As of 2017, there are 1,220 Buffalo Wild Wings Locations around the globe.
4. Franchised Locations: In Q4 in 2016, there were 609 franchised Buffalo Wild Wings locations.
5. Sports industry: Buffalo Wild Wings chains have numerous TV screens per location, allowing customers to watch a variety of sports programming while dining at Buffalo Wild Wings. This exposes Buffalo Wild Wings consumers to advertising during sporting events and to the events themselves.
6. Buffalo Wild Wings Customers: Customers contribute to the engaging game day atmosphere at Buffalo Wild Wings where game day is a central part to Buffalo Wild Wings' brand. Additionally, customers purchase food and beverages as a part of their Buffalo Wild Wings experience.
7. Chicken Farming Industry: In 2014, 94 million chicken wings were sold, presenting a demand on the chicken farming industry for reliable produce.

Issues Important to Our Public

Our target audience, ages 18 to 24 years old, are more likely to use Snapchat, Twitter and Instagram than any other age demographic. Social media tends to take up a lot of their time and is a preferred way of communication. However, 51 percent of those users believe it would be difficult to give up social media. To first get Brad and the boys in the door, we will use social media outlets to connect with them. However, once in the door, this will give our target audience a chance to put away the devices they are so connected to and spend quality time with their friends and family.

According to the New York Post, American families get about 37 minutes of quality time together per day. Furthermore, 60 percent of 2,000 parents surveyed said that they described their lives as "hectic." This issue revolves around our secondary audience, Sharon and Tod. In order to target families with low amounts of quality family time and self-described hectic lives, Buffalo Wild Wings will focus media and advertising messaging to emphasize that Buffalo Wild Wings is an establishment where families can come together and enjoy a variety of food, sports content, and enjoy each other's company.



Media Relations Strategy

In order to encourage the media to cover Buffalo Wild Wings, Buffalo Wild Wings will identify key members of the media to personally connect with about the upcoming and current changes at Buffalo Wild Wings and why they are relevant to individual communities. Buffalo Wild Wings will emphasize to members of the media how our establishments can serve as integral members of the community and how our company aims to provide an environment in which all types of communities, from families to sports teams, can be joined together. By highlighting community ties within Buffalo Wild Wings establishments, we will provide a more interesting and relevant story for reporters to cover while providing Buffalo Wild Wings as the backdrop for bringing people together. We hope to create ongoing relationships with key members of the media by keeping in frequent contact and providing relevant and timely information about Buffalo Wild Wings and the industry. We will track mass opinion and media coverage through social media and news outlets by using databases such as Media Cloud. Throughout ad campaigns and new initiatives, we will track social media, amount of media coverage, and type of media coverage to evaluate the effectiveness of Buffalo Wild Wings' media messaging.

Media Contacts

National Media Outlets

Fox Sports
Joe Davis
Sportscaster
@Joe_Davis

ESPN
John Buccigross
Anchor
@Buccigross

Regional News Stations

KABC 7 Los Angeles
Marc Brown
News Anchor
@abc7marc

Fox 2 Detroit
Maurielle Lue
News Anchor
@MaurielleLue

WABC 7 New York
Sade Baderinwa
News Anchor
@SadeABC

NBC 5 Dallas- Fort Worth
Meredith Land
News Anchor
@MeredithNBC5



Recent Media Coverage Analysis

Buffalo Wild Wings recently drew media attention for the appointment of their new president, Lyle Tick. In addition, Buffalo Wild Wings receives coverage centered around their personal brand as restaurant with game-day oriented food and beverage options in an atmosphere where sports are the focus. This is evidenced by coverage on beer offered at Buffalo Wild Wings and their company promotions. Buffalo Wild Wings has also drawn media attention for negative events that have occurred at different Buffalo Wild Wings locations including a lawsuit resulting in a \$1.55 million settlement and an incident in which the company apologized after the national anthem was muted on their television during a sporting event.

Recent Buffalo Wild Wings Stories

1. Starving Student: Buffalo Wild Wings can be budget eating, with a dash of creativity
2. Inside Inspire's New Brand Empire
3. How Inspire Brand Plans to Become the "Preferred Franchisor"
4. Bridgeport Buffalo Wild Wings hosts second annual 'Breakfast with Santa' fundraiser
5. NRN video of the week: Buffalo Wild Wings promotes return of sauce with funny ad

Buffalo Wild Wings will direct attention to these specific sports media outlets and local outlets in key locations to emphasize the community atmosphere that Buffalo Wild Wings provides. In Los Angeles we are hoping to specifically cultivate millennials who are Green Bay Packers fans that are being impacted by the Camp fire wildfire in Chico, California and surrounding areas. We also hope to cultivate ties with millennials that are Los Angeles Lakers fans who will be engaged by the Kyle Kuzma story in Flint, Michigan. We hope to integrate ourselves into each of our regional markets with social good stories being done by Buffalo Wild Wings that will develop relationships with our millennial consumers. We are directing attention toward sports media outlets, such as ESPN and Fox Sports, to emphasize to frequent consumers of sports broadcasting content that Buffalo Wild Wings provides an environment for consumers to watch sports and interact with members of their "team." Additionally, we plan to focus on regional media markets to highlight aspects of individual community Buffalo Wild Wings. We have chosen four regional news stations in which there are four major league sports teams located — MLB, NHL, NFL and NBA. We hope by targeting these regional markets, we will both appeal to sports fans who consume these sports and their families who are looking for a community-based restaurant to eat. In order to foster these relationships with local media markets, we'd work to emphasize Buffalo Wild Wings' community involvement with issues important to the media and consumers in each area.

Crisis Management

In the event of an unexpected crisis, Buffalo Wild Wings will respond as quickly as possible to the problem with honest background information and a plan to remedy the crisis. In order to ensure effective crisis management, Buffalo Wild Wings will contact members of the media with information as it becomes available and keep customers and the media apprised of how the problem is being fixed and how Buffalo Wild Wings will avoid similar problems in the future.



Social Media Strategy

Buffalo Wild Wings will use social media to support our brand by emphasizing the community atmosphere provided in each Buffalo Wild Wings location. Buffalo Wild Wings will create a form submission for general managers and franchise owners to fill out with organic photos and descriptions of community in Buffalo Wild Wings locations. Buffalo Wild Wings social media will also be used to boost advertising by promoting a lengthier version of a TV ad featuring our Hometown Player event — Green Bay Packers Quarterback Aaron Rodgers and his hometown community in the Buffalo Wild Wings in the town where he grew up. We will also feature another Hometown Player, Kyle Kuzma of the Los Angeles Lakers and his hometown community from Flint, Michigan in their local Buffalo Wild Wings. Additionally, Buffalo Wild Wings will also use the branded hashtag with an emoji “#ThisIsMyTeam” to promote the community atmosphere at Buffalo Wild Wings and invest in charitable organizations. Everytime that the hashtag is used in the month of March, Buffalo Wild Wings will donate 10 cents to The Special Olympics up to \$250,000. Through branding Buffalo Wild Wings as a company that focuses on communities, we hope to reach our target audiences that care about stands that specific causes.

Engaging Stakeholders

To engage with stakeholders, Buffalo Wild Wings will feature different Buffalo Wild Wings locations by promoting community events hosted in each Buffalo Wild Wings locations, such as the Hometown Player Aaron Rodgers event. Additionally, Buffalo Wild Wings will also engage with representatives from the Special Olympics and invite them to a special event where the proceeds from the “#ThisIsMyTeam” promotion.

Public Relations Tactics

Hometown Player Ad

Hometown Player event with Aaron Rodgers starring in a 2-minute digital ad and a 60 second TV ad to be aired at the beginning of January where he comes home to his local Buffalo Wild Wings to enjoy spending time with members of his hometown community. Members of his “team” that we would bring would include his old high school teachers, his family, and other community members that he grew up around. We hope this event will gain traffic not only by our paid advertisement and connections with media but will grow through social media and additionally be picked up by news markets who are invested in the Green Bay Packers and Aaron Rodgers. During this event, we plan to highlight a \$750,000 donation from Buffalo Wild Wings to members of Aaron Rodgers’ community through the Red Cross to those impacted by the Camp fire wildfire in the Chico, California area. Through this donation, Buffalo Wild Wings hopes to build a relationship with community members and engage members of other communities to support communities in need.

A second Hometown Player event with Kyle Kuzma starring in a 2-minute digital ad and a 60 second TV ad to be aired at the beginning of October where he will go home to Flint, Michigan to his local Buffalo Wild Wings with members of his hometown team. His team will include a next door neighbor, a high school best friend’s little brother, former math teacher, his family and other community members that impacted his basketball career. We hope this event will gain national media traffic, especially in Flint, Michigan and Los Angeles. During this event, we will highlight a \$750,000 donation form Buffalo Wild Wings to the United



Way Flint Water Fund to those in need and impacted by the unsafe drinking water. Through this donation, Buffalo Wild Wings hopes to build and strengthen relationships with community members in the affected area and inspire members of surrounding communities to support this community and communities alike in times of need.

For both of these campaigns, we are hoping to cultivate millennial sports fans to support our campaign.

Due to Buffalo Wild Wings generosity and donation to Rodgers' and Kuzma's communities, both have agreed to work with Buffalo Wild Wings free of charge.

#ThisIsMyTeam Campaign

To coincide with the month of March Madness for NCAA Men's Division, Buffalo Wild Wings will donate \$1 to Special Olympics for every time the hashtag "ThisIsMyTeam" is used, up to \$250,000 during the month of March. The hashtag will include a branded emoji, and the official Buffalo Wild Wings Social Media Accounts will engage with the hashtag regularly throughout the month of March. Not only will the "ThisIsMyTeam" hashtag. We are hoping to attract middle aged consumers with extra cash that want to be socially responsible and support a a non-traditional type of sports team.

This is my Team Dining Deal

Buffalo Wild Wings will offer a 10% discount to customers who dine with their "teams" 6 or more people. This will encourage people to bring in larger amounts of people into our locations, not only increasing sales but also emphasizing a team-based atmosphere.

PR fees

Hometown Player Ad

Advertising Costs from Media Team

Aaron Rodgers: \$750,000 donated to California Wildfire in January

Travel and Hosting Costs of Aaron's Hometown Team: \$4,000

Kyle Kuzma: \$750,000 donated to Flint, Michigan in July

Travel and Hosting Costs of Kyle's Hometown Team: \$4,000

#ThisIsMyTeam Social Media Hashtag

Special Olympics: \$250,000

Hashflag: \$250,000 media cost

This Is My Team Dining Deal

Advertising Costs from Media Team

Press Kits: 6 x \$30,000 = \$180,000

Total Cost: \$2,188,000

Reinforce Our Core Message and Brand Position

These efforts reinforce the core message and brand position because they focus on the community values that Buffalo Wild Wings wishes to promote. Each of these PR initiatives touches on community values and bringing people together.



How promotional and PR costs will scale the Buffalo Wild Wings brand

#ThisIsMyTeam Hashtag: Engage with social media users and raise awareness about the Buffalo Wild Wings brand while engaging in philanthropy.

Hometown Player Ad: By incorporating a celebrity presence while providing “feel-good” content to generate positive feelings about Buffalo Wild Wings, new stations we have contacts with, will run the story over their media. Other news outlets are likely to follow suit, especially if they have a direct tie to Aaron Rodgers — like Green Bay, Wisconsin or Chico, California. This will provide free media for Buffalo Wild Wings.

This is my Team Dining Deal Group Promotion: News about the bargain that Buffalo Wild Wings will spread through word of mouth and on social media as large groups come in and take advantage of the discount and return with different groups of people. We also plan to advance the promotion through digital advertising.

Media Kit and Press Kit Components

Press release for Hometown Player Aaron Rodgers

Pitch Email for Hometown Player Aaron Rodgers

Bios of Aaron Rodgers’ Hometown Team

Press release for Hometown Player Kyle Kuzma

Pitch Email for Hometown Player Kyle Kuzma

Bios of Kyle Kuzma’s Hometown Team

About Buffalo Wild Wings Fact Sheet



**BUFFALO
WILD
WINGS.**
WINGS. BEER. SPORTS.™

Contact: Allysan Melby
Public Relations Director
Email: amelby2@wisc.edu
Phone: 715-252-3214
FOR IMMEDIATE RELEASE

BUFFALO WILD WINGS PARTNERS WITH GREEN BAY PACKERS QUARTERBACK AARON RODGERS TO DONATE TO THOSE IMPACTED BY THE 2018 CALIFORNIA WILDFIRES

Buffalo Wild Wings will partner with Green Bay Packers Quarterback Aaron Rodgers in January to donate \$750,000 to the American Red Cross to those impacted by the California Wildfires.

The donation will be given to the American Red Cross at an event at Buffalo Wild Wings in Chico, Calif. where Aaron Rodgers will bring together members of his hometown “team” that had an impact on his career and the American Red Cross to accept the donation.

Some members of Rodgers’ team includes his high school gym teacher, his childhood best friend’s mom, and groundskeeper that attended to Rodgers’ high school football field. All members of Rodgers’ team will later be flown out to Green Bay, Wis. to attend a Green Bay Packers football game.

Rodgers has been a quarterback for the Green Bay Packers for 14 seasons. He has been named the NFL’s Most Valuable Player twice.

“I’m so glad to have the opportunity to partner with Buffalo Wild Wings to help members of my community that are in need. While the wildfires were tragic, it’s been incredible to watch the community come together to help one another,” said Aaron Rodgers, Quarterback for the Green Bay Packers.

Buffalo Wild Wings plans to launch Rodgers as the first “Hometown Player” to highlight as part of the “#ThisIsMyTeam” initiative. Through donations to communities in need, Buffalo Wild Wings hopes to make sure that community members know that Buffalo Wild Wings is part of their team.

“Buffalo Wild Wings wants to do whatever we can to make sure that those impacted by the California Wildfires are supported by members of their community. We’re excited to partner with Aaron Rodgers for this special project,” said Sally Smith, CEO of Buffalo Wild Wings.

Buffalo Wild Wings is committed to bringing teams of all sizes together, whether they are on or off the field. For more information, visit BuffaloWildWings.com and InspireBrands.com



Pitch email for Hometown Player Aaron Rodgers

Buffalo Wild Wings is committed to supporting communities in times of need and uniting teams of all shapes and sizes together. After the devastation of the Chico, California Wildfires Buffalo Wild Wings will partner with Green Bay Packers Quarterback, Aaron Rodgers, to highlight a \$750,000 donation to those impacted by the California Wildfires.

To highlight this initiative, Buffalo Wild Wings will bring members of Aaron Rodgers' hometown team together with Aaron Rodgers in a special homecoming event. Members of this hometown team and Rodgers will present the donation to the American Red Cross of California at the Chico, California Buffalo Wild Wings location.

Buffalo Wild Wings values putting communities first. Through this new campaign, we hope to build communities and teams through each and every one of our Buffalo Wild Wings locations.

Attached you will find a press release outlining the campaign and bios about members of Aaron Rodgers' hometown team.

If you have any questions, please do not hesitate to reach out.

Thank you,

Alesha Guenther and Allysan Melby
Public Relations Directors
Lumber Strategies

BUFFALO WILD WINGS

THIS IS MY TEAM

AARON RODGERS

HOMETOWN TEAM



Buffalo Wild Wings understands that every member of your team is an important component of every community. That's why we're bringing members of Aaron Rodgers' hometown team together to rally behind those impacted by the wildfires in the Chico, Calif. community. Read more about the members of Rodgers' team involved in Buffalo Wild Wings' "Hometown Player" initiative below.

AARON RODGERS' ELEMENTARY SCHOOL GYM TEACHER, DAN DONOVAN



Aaron Rodgers' Elementary School Gym Teacher, Dan Donovan, remembers Aaron's talent in the gym from a young age.

"Aaron was always the first one to step up and volunteer to demonstrate what I wanted the kids to do. It's incredible to watch him on the field and demonstrate further leadership as a professional player."

Dan Donovan has been an elementary school gym teacher in Aaron's hometown of Chico, Calif. for 30 years. He is passionate about teaching children lifestyle choices and skills that will encourage them to be healthy adults.

"Joining in Buffalo Wild Wings' initiative with Aaron is a great way to get involved and give back to our community. For my students whose families lost their homes, our help means the world to them."

AARON RODGERS' CHILDHOOD BEST FRIEND'S MOM, SARAH KELLY



As a child, Aaron Rodgers' would get rides home from football practice with his friend Kevin's mom, Sarah Kelly.

"I was happy to give Aaron a ride home when he was too young to drive and his parents were at work. Aaron always wanted to get home as quickly as possible to make sure he got his after practice snack."

After seeing how Aaron Rodgers was getting involved in the efforts to rebuild the Chico community after the wildfire, Kelly felt compelled to get involved and do whatever she could to help out.

"Raising my kids in Chico has been such a blessing and my family wants to do whatever we can to bless the community as much as they've been a blessing to us."

AARON RODGERS' FOOTBALL FIELD GROUNDSKEEPER, BILL CASH



Bill Cash met Aaron when Aaron was playing high school football and would come early to the field to practice when it wasn't yet mowed.

“Aaron put in more work to his game than any high school athlete I've ever seen. But more than talent, it was easy to see that Aaron knew what was important, that he was able to bring all of his team together to achieve their season's goals.”

When the wildfires broke out in Chico, Calif. Cash watched from the high school football field as smoke rose in the horizon.

“It breaks my heart to see so much devastation in our community, but I'm not surprised that Aaron and Buffalo Wild Wings are coming together to make sure that Chico can rebuild.”



**BUFFALO
WILD
WINGS.**
WINGS. BEER. SPORTS.™

Contact: Allysan Melby
Public Relations Director
Email: amelby2@wisc.edu
Phone: 715-252-3214
FOR IMMEDIATE RELEASE

**BUFFALO WILD WINGS PARTNERS WITH NBA BASKETBALL PLAYER KYLE KUZMA TO
DONATE TO WATER CRISIS IN FLINT, MICH.**

Buffalo Wild Wings will partner with NBA Basketball Player Kyle Kuzma in October to donate \$750,000 to United Way of Flint, Mich. to benefit those impacted by the water crisis.

The donation will be given to United Way of Flint at a special event in the Buffalo Wild Wings location in Flint, Mich. where Kyle Kuzma will bring together members of his hometown “team” that had an impact on his career and members of United Way to accept the donation.

Some members of Kuzma’s team includes his childhood next door neighbor, a middle school boy who he played basketball with after his high school games and his high school geometry teacher. All members of Kuzma’s team will later be flown out to Los Angeles, Calif. to attend a Los Angeles Lakers basketball game.

Kuzma joined the Los Angeles Lakers in 2017 as a power forward. He was the 27th overall pick in the 2017 NBA draft and was traded to the Lakers. In May of 2018, he was named as a member of the NBA All-Rookie First Team.

“My hometown team is still very important to the game that I play. While they aren’t always on the side of the court encouraging me, it means the world to me that I have their constant support. It’s important to me to do what I can to make sure that my community is a strong place for my team with Buffalo Wild Wings,” said Kyle Kuzma, player for the Los Angeles Lakers.

Buffalo Wild Wings plans to launch Kuzma as the second “Hometown Player” to highlight as part of their “This Is My Team” initiative. Through donations to communities in need, Buffalo Wild Wings hopes to make sure that community members know that Buffalo Wild Wings is part of their team.

“We are very excited to do what we can to help members of the Flint, Michigan community. With Kuzma’s partnership, we are hopeful that our campaign will help the people of Flint,” said Sally Smith, CEO of Buffalo Wild Wings.

Buffalo Wild Wings is committed to bringing teams of all sizes together, whether they are on or off the field. For more information, visit BuffaloWildWings.com and InspireBrands.com



Pitch email for Hometown Player Kyle Kuzma

Buffalo Wild Wings is committed to supporting communities in times of need and uniting teams of all shapes and sizes together. Due to the continuing water crisis in Flint, Michigan, Buffalo Wild Wings will partner with Los Angeles Lakers Forward, Kyle Kuzma to highlight a \$750,000 donation to those impacted by the tainted water supply.

To highlight this initiative, Buffalo Wild Wings will bring members of Kyle Kuzma's hometown team together with Kyle Kuzma in a special homecoming event. Members of this hometown team and Kuzma will present the donation to the United Way of Flint, Michigan at the Flint, Michigan Buffalo Wild Wings location.

Buffalo Wild Wings values putting communities first. Through this new campaign, we hope to build communities and teams through each and every one of our Buffalo Wild Wings locations.

Attached you will find a press release outlining the campaign and bios about members of Kyle Kuzma's hometown team.

If you have any questions, please do not hesitate to reach out.

Thank you,

Alesha Guenther and Allysyan Melby
Public Relations Directors
Lumber Strategies

BUFFALO WILD WINGS

THIS IS MY TEAM

KYLE KUZMA

HOMETOWN TEAM



Buffalo Wild Wings understands that every member of your team is an important component of every community. That's why we're bringing members of Kyle Kuzma's hometown team together to rally behind those impacted by unsafe water in the Flint, Mich. community. Read more about the members of Kuzma's team involved in Buffalo Wild Wings' "Hometown Player" initiative below.

KYLE KUZMA'S CHILDHOOD NEXT-DOOR NEIGHBOR, JULIE RODGERS



Julie Rodgers lived next door to Kyle Kuzma and his siblings while he was growing up in Detroit. When Kyle and his siblings would come home from school while their parents were still at work, Julie would make sure that they got a snack and started their homework.

“Kyle always had quite the appetite when he got home from school. The first thing he’d do when he walked through the door was walk straight to the fridge. After he ate whatever he could find, he’d want to go outside and play basketball. It’s been great to watch Kyle grow into the young man he’s become.”

With members of the Flint community struggling due to limited access to safe water, Rodgers hopes that the problem will be effectively addressed so the community can move on.

KYLE KUZMA'S FRIEND IN MIDDLE SCHOOL, TIMOTHY WALKER



Timothy Walker currently attends the same middle school that Kyle Kuzma attended in Flint, Michigan. When Timothy was younger, he would ask his parents to take him to the high school basketball games to watch Kuzma and his teammates play. After the games, Kuzma would teach Timothy and his friends some basketball tricks.

“I’ve always loved basketball, and Kyle Kuzma taught me so many things about playing that I can use on my middle school basketball team. I love watching Kyle play on TV because he used to be a kid playing in the same park that I do.”

Many of Timothy’s classmates and their families have trouble accessing clean water.

“I just want to make sure that my friends and I can always drink the water that comes out of our faucets.”

KYLE KUZMA'S HIGH SCHOOL MATH TEACHER, STEVEN WALLACE



Steven Wallace was Kyle Kuzma's math teacher during his sophomore year of high school. When Kuzma was struggling in geometry, Steven Wallace spent time with Kuzma after class and before basketball practice to ensure that his grades were as strong as his game.

"Kyle was always an enthusiastic student and was eager to learn and get better. I appreciated that he took his studies seriously and did not try to shy away from responsibility despite a busy practice schedule. When I know the Lakers are playing, I always tune in to see if any of his geometry skills are helping his game."

For the people of Flint, Wallace said that clean water is something that is always in the back of their minds.

"I didn't grow up in Flint so I knew what it was like not to have to worry about the water I'd use to shower, clean, cook, or drink. In Flint, things are different, and I am so proud that Kyle is working with Buffalo Wild Wings to improve the situation for members of our community."

ABOUT BUFFALO WILD WINGS

WHO WE ARE:

Buffalo Wild Wings is the largest sports bar brand in the United States and is the place to be for sports fans and lovers of wings, beer, and sports to come together with their community.

Founded: 1982, Columbus, Ohio

Our Founders: Jim Disbrow and Scott Lowety

CEO: Sally Smith

Parent Company: Inspire Brands

Headquarters: Atlanta, Georgia

Number of Employees: 44,000 and counting

AKA: B-dubs

WHAT WE DO:

16 signature sauces

5 delicious seasonings

Traditional and Boneless Wings, all day, everyday

Things to share

Handhelds (Burgers, Sandwiches, Wraps)

Salads

Beer

Drinks

WHY WE DO IT:

Buffalo Wild Wings is pleased to serve 2 billion wings each year at our 1,238 locations in 10 countries. We make wings our priority so you can make your team yours.



**BUFFALO
WILD
WINGS.**
WINGS. BEER. SPORTS.™



SOURCES

Situation Analysis Sources

<https://www.buffalowildwings.com/en/company/our-story/>
<https://www.eater.com/2017/11/29/16710412/buffalo-wild-wings-history-arbys-acquisition>
<https://www.foodnewsfeed.com/fsr/chain-restaurants/whats-next-buffalo-wild-wings-after-arbys-merger>
<http://clients1.ibisworld.com.ezproxy.library.wisc.edu/reports/us/industry/default.aspx?entid=1685>
<https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>
<http://academic.mintel.com.ezproxy.library.wisc.edu/display/860275/>
<http://clients1.ibisworld.com.ezproxy.library.wisc.edu/reports/us/industry/default.aspx?entid=1980>
<https://www.applebees.com/en/our-history>
<https://www.hooters.com/>
<https://www.outback.com/>
<https://www.olivegarden.com/home>
[https://www.buffalowildwings.com/en/promos/\\$5-football-deals/](https://www.buffalowildwings.com/en/promos/$5-football-deals/)
https://www.buffalowildwings.com/globalassets/pdfs/menu-pdfs/bww086.3_to_par_menu_store292.pdf
<https://www.mediapost.com/publications/article/296965/grey-wins-applebees-account.html>
<https://www.theatlantic.com/business/archive/2017/06/its-the-golden-age-of-restaurants-in-america/530955/>
<http://fortune.com/2018/06/01/buffalo-wild-wings-twitter-hacked-racist-tweets/>
<https://www.statista.com/statistics/374975/consumers-not-using-restaurants-as-often-as-they-would-like-us/>
<https://www.businessinsider.com/buffalo-wild-wings-tv-strategy-2015->
<https://www.marketingcharts.com/featured-24817>
Ramstad, E., & Norfleet, N. (2017, February 04). Buffalo Wild Wings recruits Brett Favre for cheeky Super Bowl ad. Retrieved from <http://www.startribune.com/with-super-bowl-ad-buffalo-wild-wings-claims-it-is-the-reason-for-favre-s-interceptions/412704623/>
Outback Steakhouse Aussie 4-course Meal Tv Commercial, 'starting At \$15.99'
<https://www.ispot.tv/ad/dLRS/outback-steakhouse-aussie-4-course-meal-starting-at-1599>

Campaign Strategy Sources

<https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>
<http://www.strategicbusinessinsights.com/vals/ustypes/strivers.shtml>
<https://www.buffalowildwings.com/>

Media Sources

<https://nces.ed.gov/fastfacts/display.asp?id=372>
<https://www.cnn.com/2016/03/04/us/flint-water-crisis-fast-facts/index.html>
<http://www.pewresearch.org/fact-tank/2017/09/13/about-6-in-10-young-adults-in-u-s-primarily-use-online-streaming-to-watch-tv/>

Creative Sources

Brenneisen, K. (2018, March 10). Flint Water Crisis Hits Home For Kyle Kuzma – Daily Utah Chronicle. Retrieved from <http://dailyutah-chronicle.com/2017/01/31/flint-water-crisis-hits-home-kyle-kuzma/>
Dickman, C. (n.d.). Aaron Rodgers wears 'Butte Strong' apparel to show support for his hometown. Retrieved from <https://www.sacbee.com>



com/news/state/california/fires/article221838365.html#storylink=cp

Woodyard, E. (2013, September 04). Flint's Kyle Kuzma emerges as ESPN four-star recruit, commits to University of Utah for hoops. Retrieved from https://www.mlive.com/sports/flint/index.ssf/2013/09/flints_kyle_kuzma_emerges_as_e.html

Youngmisuk, O. (2018, September 14). Kyle Kuzma's dream of having a LeBron-like impact on his hometown. Retrieved from http://www.espn.com/nba/story/_/id/24645800/kyle-kuzma-los-angeles-lakers-wants-make-lasting-impact-hometown-flint-michigan

PR Sources

http://ir.buffalowildwings.com/?_ga=2.244595270.259738403.1537750112-830733934.1537454132

<https://inspirebrands.com/>

<https://www.edelman.com/earned-brand>

<https://www.forbes.com/companies/buffalo-wild-wings/#467cb3509380>

<http://ir.buffalowildwings.com/news-releases/news-release-details/buffalo-wild-wings-inc-announces-fourth-quarter-earnings-share-5>

<https://www.businessinsider.com/buffalo-wild-wings-tv-strategy-2015-4>

<http://fortune.com/2015/04/06/buggalo-wild-wings/>

<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

<https://nypost.com/2018/03/20/american-families-barely-spend-quality-time-together/>

<https://www.wboy.com/top-stories/bridgeport-buffalo-wild-wings-hosts-second-annual-breakfast-with-santa-fundraiser/1632830107>

<https://www.gettyimages.com/detail/photo/boys-with-basketball-coach-royalty-free-image/478320433>

<https://www.gettyimages.com/detail/photo/smiling-woman-driving-car-royalty-free-image/761609717>

<https://www.gettyimages.com/detail/photo/mow-man-royalty-free-image/157182523>

<https://www.gettyimages.com/detail/photo/portrait-of-smiling-older-black-woman-royalty-free-image/758286171>

<https://www.gettyimages.com/detail/photo/professor-talking-in-college-classroom-royalty-free-image/643999131>