



htheregg



Text COLT to 3333 to Win a Free Snack Pack from participating Buffalo Wild Wings



BUFFALO WILD WINGS

Spices Up Sponsorships to Connect with Fans and Drive Traffic

CHALLENGE

- Lack of authentic connection with local communities of co-op stores
- Decline in traffic and decrease in sales on non-deal days
- Struggle developing unique incentives without discounting

SOLUTION

Develop a fully-integrated affiliation awareness campaign with local community schools, amateur and major sports organizations in order to encourage store traffic and trial of more favorable food-cost items

APPROACH

- Embrace local team allegiances with radio and television promos, stadium signage, in-game announcements, giveaways, on-site activation, store bouncebacks and 4-walls marketing
- Partner with local radio personalities to deliver customized messaging and supplement all media buys with promotional giveaway and access to email, web and social media value-add
- Leverage database of existing fans/followers for SMS campaign with a text to redeem keyword and custom landing page for offer activation
- Build authenticity through community challenge events driving traffic to stores and donations to charitable partners

OUTCOMES

9.1M

MEDIA IMPRESSIONS

654,000

DIGITAL IMPRESSIONS

572,000

BOUNCEBACK IMPRESSIONS

24%

AVG. BOUNCEBACK REDEMPTION

12.2%

SMS OFFER CONVERSION RATE

+3.9%

SAME-STORE SALES YOY