



CAMPAIGN PITCH

04.10.23



TALKINGDOG
ADVERTISING & PR AGENCY

MEET THE TEAM



Dolores Trobradovic
Account Executive



Nolan McGinley
Project Manager



Ike Epstein
Research & Strategy
Specialist



**Chiamaka
Uwagerikpe**
Digital Media Specialist



Lila Maiolo
PR Specialist



Heaven Robinson
Art Director



Quint Warren
Copywriter

EXECUTIVE SUMMARY



THE TASK

DEVELOP A CAMPAIGN THAT WILL:

Connect Arby's to
an untapped market

Convince consumers that
Arby's is a brand for them



RESEARCH + STRATEGY



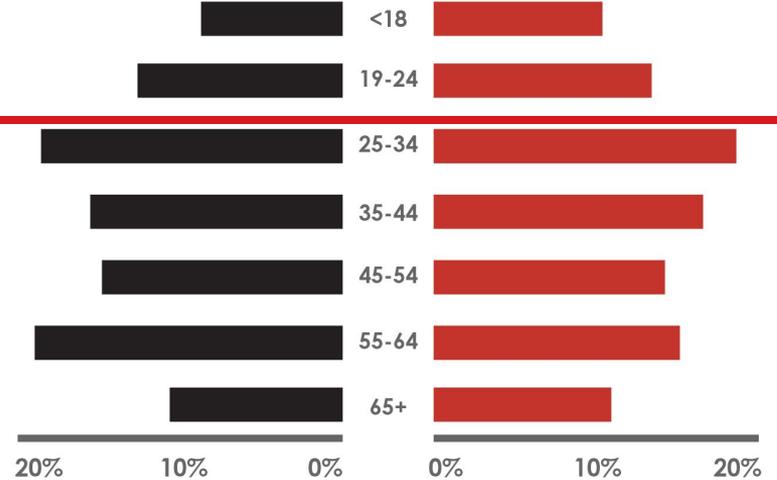
DEMOGRAPHICS

24% FEMALE

AGES 18-24



DISTRIBUTION BY AGE:



SURVEY

271 RESPONSES

AGES 18-25

53.1% FEMALE, 46.9% MALE

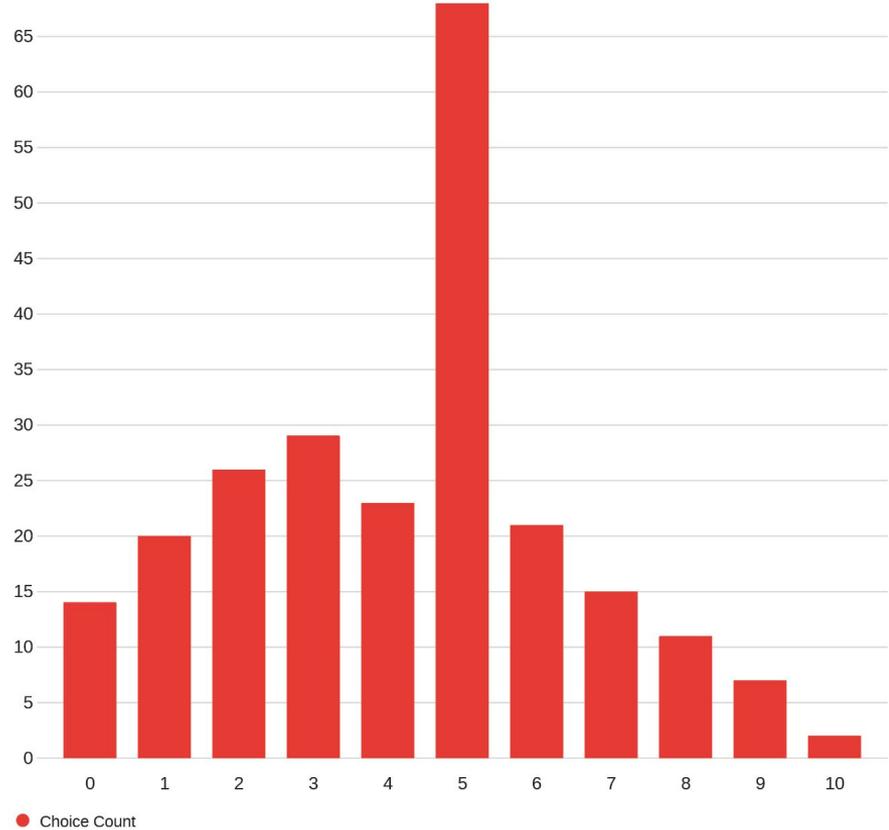
Brand Sentiment, Store Frequency,
Menu Items, Social Media Usage



BRAND SENTIMENT

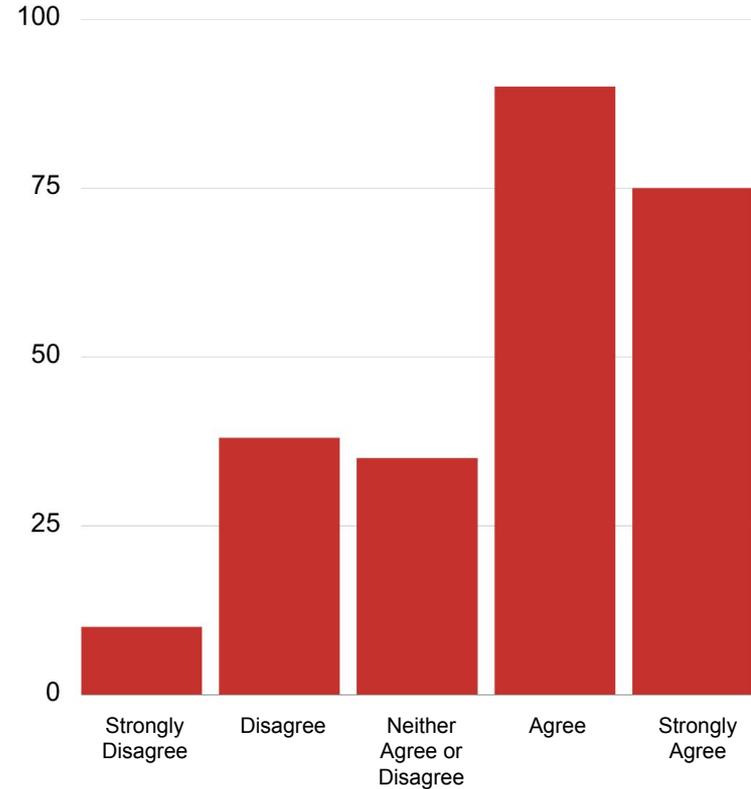
Prompt: *What are your general feelings about Arby's?*

On a scale from 0-10, with 0 being strongly dislike and 10 being strongly like



SLOGAN SENTIMENT

Prompt: *“We Have The Meats” is likeable*



SOCIAL MEDIA USAGE

Out of 144 female identifying respondents,

On a scale from 0-10, respondents rated usage as an 8 or higher



SOCIAL MEDIA USAGE

Out of 144 female identifying respondents,

91% often use TikTok

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SOCIAL MEDIA USAGE

Out of 144 female identifying respondents,

91% often use TikTok

81% often use Instagram

On a scale from 0-10, respondents rated usage as an 8 or higher

SOCIAL MEDIA USAGE

Out of 144 female identifying respondents,

91% often use TikTok

81% often use Instagram

69% often use Snapchat

On a scale from 0-10, respondents rated usage as an 8 or higher



#1

#2

DATA POINT + INSIGHT

64% of respondents preferred sides,
such as curly fries, as their favorite
menu items

**Emphasizing alternative and
diverse menu items** attracts
a wider and newer
demographic



#1

#2

DATA POINT + INSIGHT

44% of respondents preferred dessert items, such as milkshakes, as their favorite menu items

There is a desire for menu offerings beyond sandwiches, suggesting **consumer demand for small joys**



TARGET AUDIENCE PROFILE



MIRANDA

Age: 19

Status: Single

Education: Full-time,
4-year university
student

Heavily involved on
campus

Needs quick and easy
food options

Less interested
in entrées from QSR,
and is more interested
in sides such as fries



TARGET INSIGHT

“I like **treating myself to the side items** that Arby’s has like mozzarella sticks, curly fries, and shakes.

But, I don't like going to Arby’s because **it feels very manly** and doesn’t really appeal to me.”

CAMPAIGN CONCEPT



The Arby's logo, featuring a stylized red cowboy hat above the word "Arby's" in a bold, red, serif font with a registered trademark symbol.

Arby's[®]

**WE
HAVE
THE
TREATS**



Arby's



CREATIVE

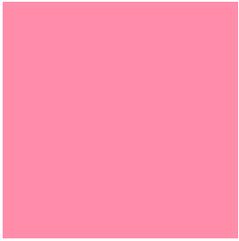


CREATIVE APPROACH

- Highlighting Arby's **sides and desserts**
- Brand Activations + Social Media Tactics
- Be honest, confident, funny, and **accentuate the positives**
- Bold and fun visuals



CAMPAIGN BRANDING



#FF8DAA



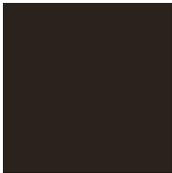
#D71921



#FFFFFF



#8C2835



#29221D

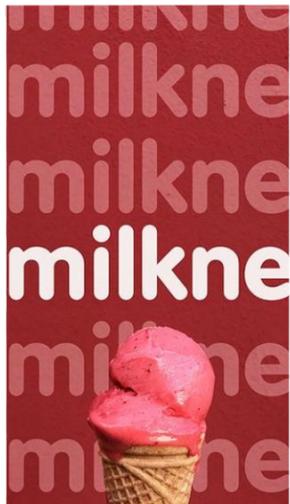
**SANCHEZ
BLACK**

Century Gothic
Regular, **Bold**



Bold
Vibrant
Sweet
Modern
Refreshing

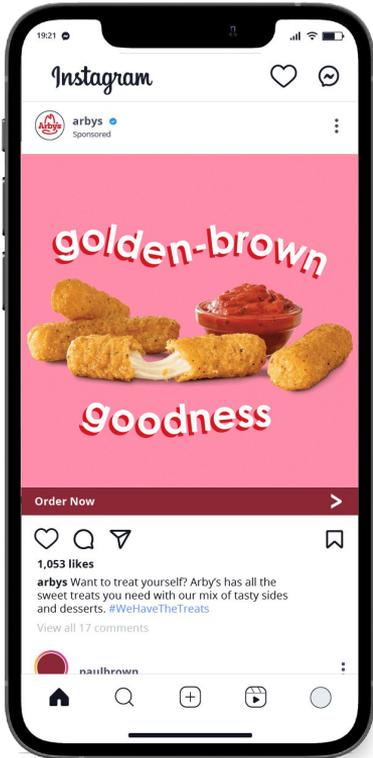
INSPIRATION



PAID MEDIA



PAID SOCIAL



PODCAST SPONSORSHIPS

PITCHING AD READS FOR
THE FOLLOWING PODCASTS:



AUDIO AD: **'WE HAVE THE TREATS'**



ACTIVATIONS



'POOLSIDE PICKS'

A SUMMERTIME SOCIAL ACTIVATION

Sign up to be an Arby's Rewards member and receive a promo code for a side menu item



SUMMER ACTIVATION: **BRANDED MERCH**



SUMMER ACTIVATION: **BRANDED MERCH**



INFLUENCER INVOLVEMENT



Brooke Averick
@ladyefron



1M Followers
63M Likes



113K Followers



Dani De Boulay
@danideboulay



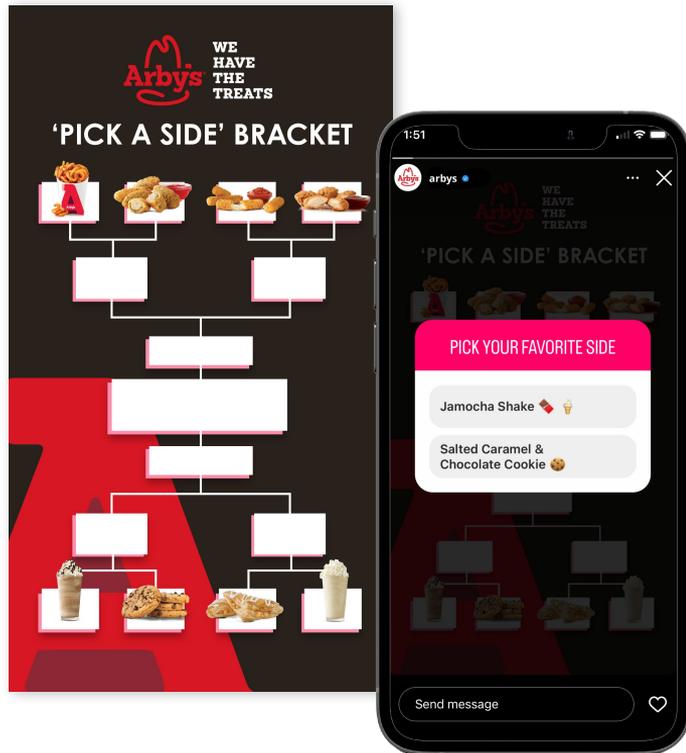
20K Followers

'PICK A SIDE' BRACKET + POP-UP TAILGATES

**A BRAND ACTIVATION WHERE
SIDE ITEMS GO HEAD-TO-HEAD**



INSTAGRAM POLL + FOOD TRUCK



INFLUENCER INVOLVEMENT



Brittany Broski
@brittany_broski



7.2M Followers
326.5M Likes



1.2M Followers



Halley Kate
@halleykmcg



922.9K Followers
74.5M Likes



75.9K Followers

MEDIA PLAN



MEDIA SCHEDULE



MONTH	May				June				July				August				September			
WEEK	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
DIGITAL																				
SEO	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Paid Search	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
SOCIAL MEDIA																				
Influencer Marketing					■	■	■	■	■	■	■	■			■	■	■	■	■	■
Paid Social Ads	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Snapchat Filters and Mini Games							■	■	■	■	■	■								
AUDIO																				
Podcast Advertisements					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
SOCIAL ACTIVATION EVENTS																				
Poolside Picks									■	■	■	■								
Pick a Side Pop Ups																	■	■	■	■



Overall Campaign Media



Push Dates for In-Person Events

SEO

STRATEGY

We plan to have **periodic SEO refreshes** throughout the course of the campaign to help update Arbys.com with more **Gen Z friendly language.**

RATIONALE

Updating SEO content will help position Arby's more favorably in **organic searches.**

PAID SOCIAL

STRATEGY

Arby's will place paid advertisements on various social media platforms **to promote the "We Have The Treats" campaign** as a whole throughout the duration of the summer.

RATIONALE

As our research shows, **Gen Z women frequently use platforms** like Instagram, TikTok, and Snapchat. Therefore, engaging with these platforms is a key tenant of our campaign.

INFLUENCERS

STRATEGY

Influencers will **post sponsored content** on various social media platforms to promote the aforementioned social activations.

RATIONALE

24% of Gen Z women learn about products they're interested in purchasing from social media influencers (Morning Consult).

MEDIA BUDGET: OVERALL

**Poolside Picks
Activation**
\$2,000,000

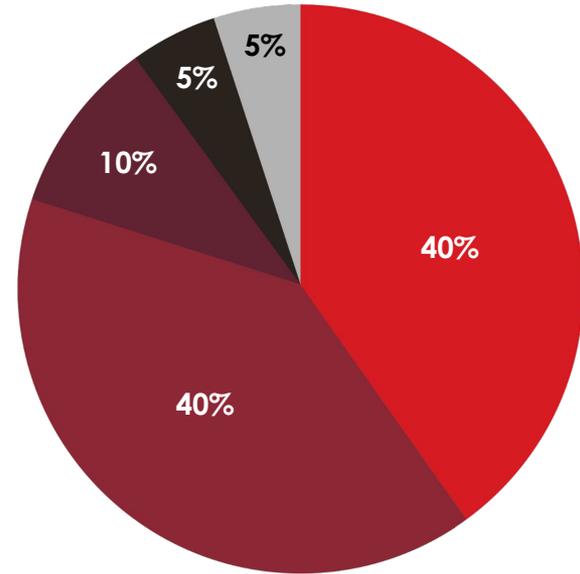
**Pick a Side
Activation**
\$2,000,000

Paid Social
\$500,000

Podcast Ads
\$250,000

Paid Search
\$250,000

TOTAL: \$5,000,000



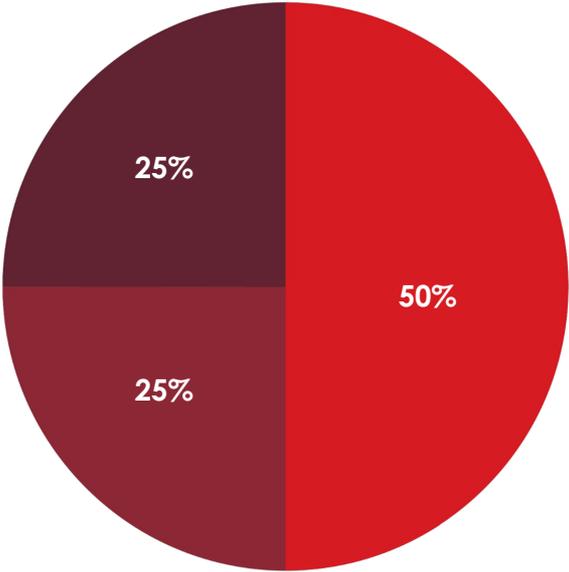
MEDIA BUDGET: DIGITAL

■ Paid Social
\$500,000

■ Podcast Ads
\$250,000

■ Paid Search
\$250,000

TOTAL: \$1,000,000



MEDIA BUDGET: POOLSIDE PICKS

Influencers
\$1,500,000

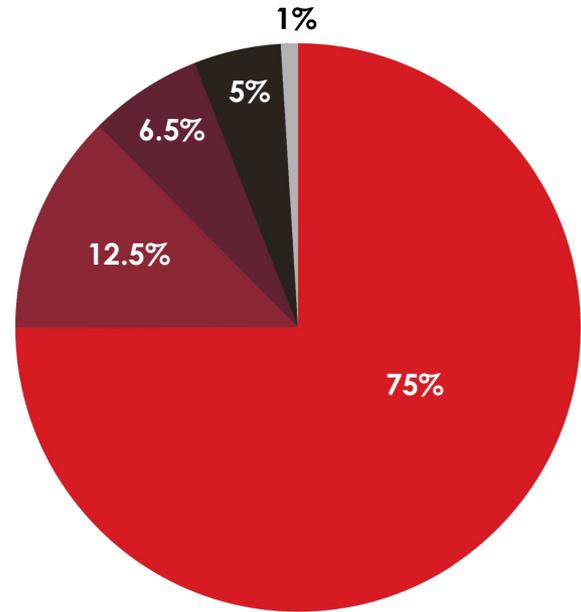
Event
\$250,000

Podcast Ads
\$100,000

Social Media
\$130,000

Snapchat
\$20,000

TOTAL: \$2,000,000



MEDIA BUDGET: PICK A SIDE

Influencers
\$1,500,000

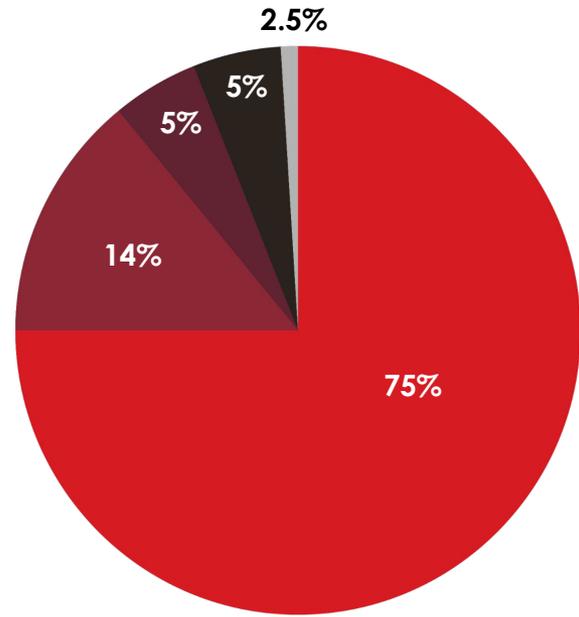
Events
\$280,000

Podcast Ads
\$100,000

Social Media
\$100,000

Snapchat
\$20,000

TOTAL: \$2,000,000



LOOKING AHEAD



FUTURE RECOMMENDATIONS

- Develop **in-app advergaming** opportunities
- Arby's sponsored **event on college campuses**
- Integrating **female "Ving" voice** in TV ads
- **Collaboration with clothing/swimwear brands** for merch

THANKS



x



47 Slides

- Slide 1-7: Dolore (Executive Summary)
- Slide 8-19: Ike (Research and Strategy)
- Slide 20-25: Heaven (Campaign Concept & Creative)
- Slide 26-33: [Lila or Chiamaka] (Activations)
- Slide 34-37: Quint (Paid Media)
- Slide 38-44: [Lila or Chiamaka] (Media Plan)
- Slide 45-47: Nolan (Looking Ahead)