





ENGAGING A NEW AUDIENCE BY BECOMING A FELLOW FAN

THINK

As North American fast food chain Arby's continued to grow – and competition in its already-crowded category increased – the brand recognized a need to expand its audience to include new, younger and more diverse diners. So Arby's set its sites on winning over the attention and the appetites of consumers between the ages of 18 and 35.

MAKE

To rise above the clutter and connect with this audience, Arby's focused on their interests rather than their demographic. The brand used its food as a canvas to take part in the popular culture conversations of the day. Content was strategically crafted around movie releases, television premieres and gaming. The focus was on key communities within each that drilled several layers down and identified with fans in a way that was authentic to them.

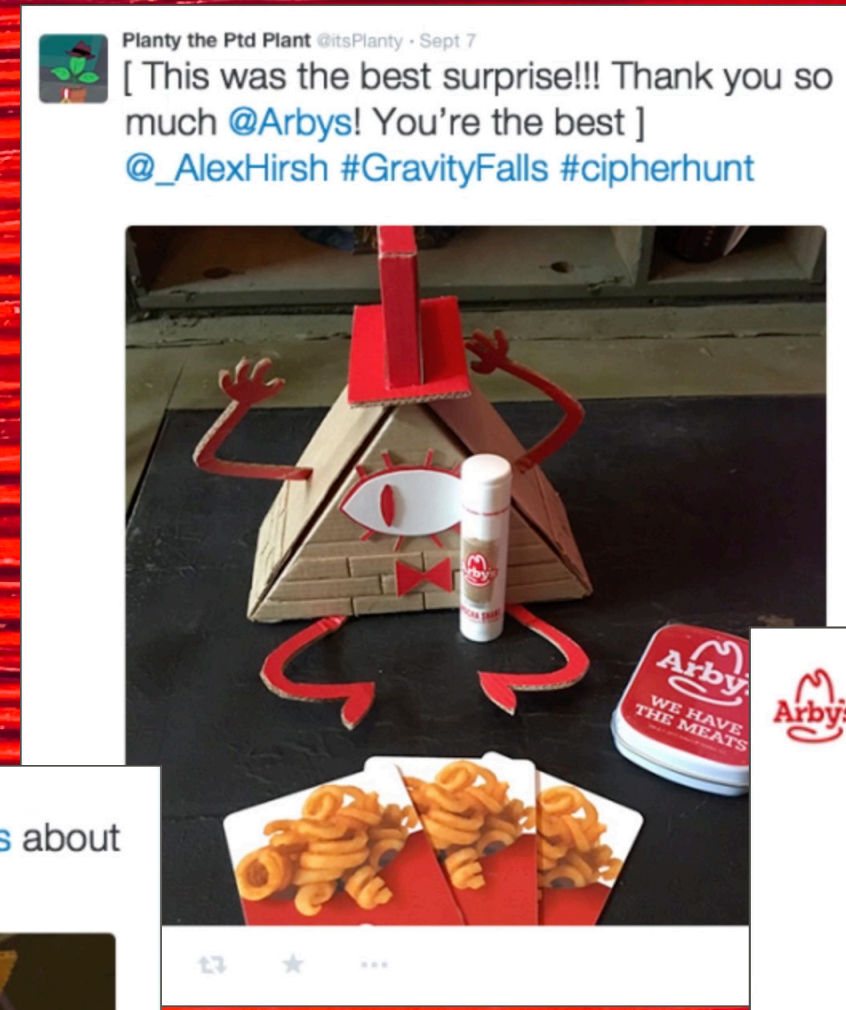
MOVE

Fans ate it up. They showed their love for the “true insider” content that Arby's was serving up by responding, engaging and sharing in droves. Engagement increased by 200% in just a few months and overall net sentiment reached +56% – an all time high. Best of all, Arby's stores nationwide experienced a record-breaking increase in sales.



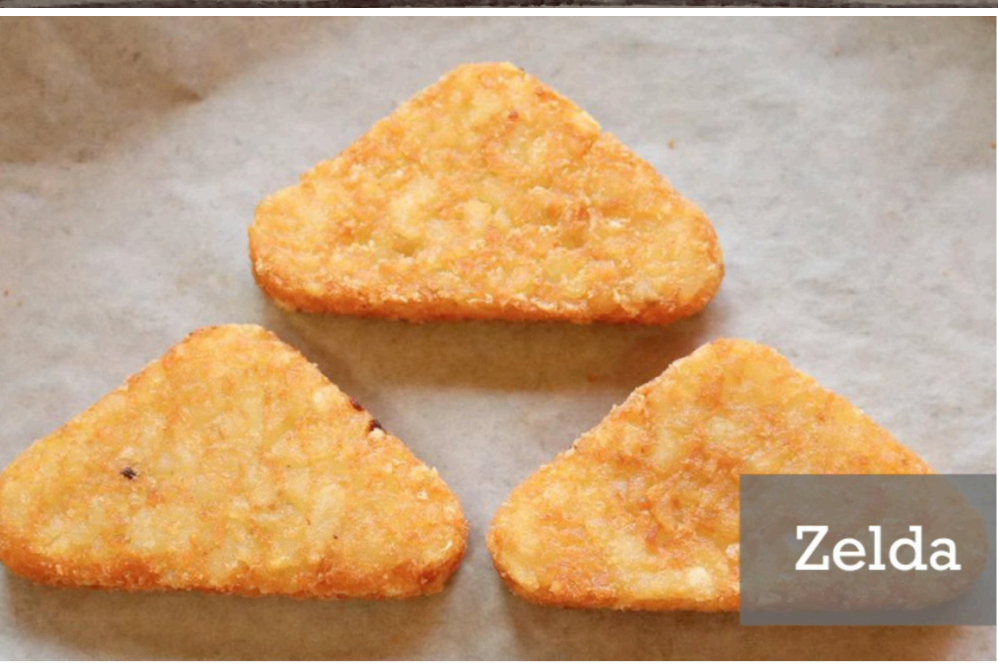


Daniel Allen I'm eating Arby's this week just bcus of this. That's it. You win Arby's. I'm going to the dark side



Eli Parker I just use stimpacks instead of eating food. To much radiation from the squirrel stew & sugar bombs. I need my rad-away lol.

Oliver James Your advertising has been awesome in recent times... but now I feel like I have to stop at an Arby's. This is it. You broke me. I can't say no to a Futurama reference.



Zelda




**Tell your Mom
you're eating
right!**



Arby's
@Arbys [Follow](#)

In honor of tonight's #MadMen finale, here's one of our ads from the 70s.
5:30 PM - 17 May 2015
460 1,028



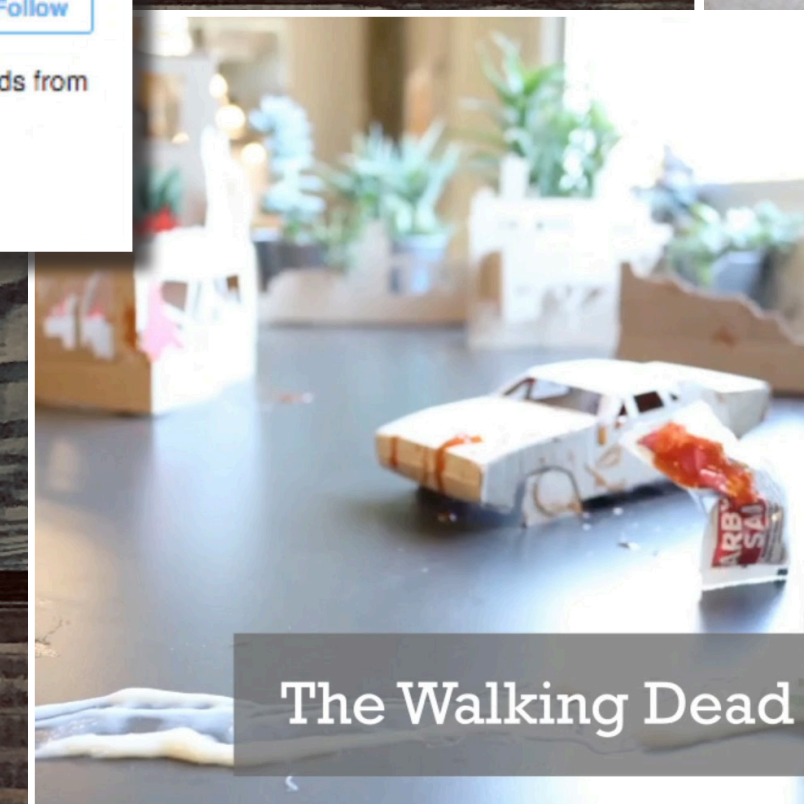
Day of the Tentacle



Civil War



Deadpool



The Walking Dead