

Deal or No Deal: Sales Building Ideas for NOW!

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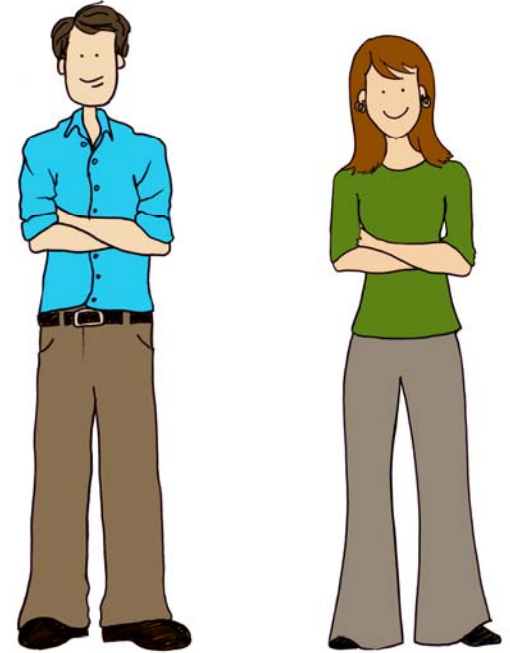
SVP Marketing & National Media

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Deal or No Deal

- How about both?
- MAC Strategy
- Innovate around the core to drive frequency
- Incredible “deal” to drive trial
- Roastburgers



Roastburgers

- Launched March – May 2009
- 360 Approach
- Borrowed Equity
 - College Basketball
- Public Relations
 - Sports Illustrated Swimsuit Edition
 - Change Your Clock...Change Your Burger
 - Roast the Top Seed
- Radio and Online
 - DJ Endorsements
 - Homepage Takeovers
 - eCRM
 - Social Networking



Borrowed Equity

- Arby's Roastburgers were the "UNOFFICIAL" Sponsor of March Madness
 - Facebook/CBS Sports Bracket Sponsor
 - March Madness Video on Demand Sponsor
 - Sports Illustrated March Madness Preview Edition
 - Sirius Satellite Radio NCAA Package
 - ESPN Bracketology Sponsor



Public Relations

- Sports Illustrated Swimsuit Edition
 - Media or PR?
- Change Your Clock...Change Your Burger
 - March 9th
 - FREE Roastburger with Soft Drink Purchase
- Roast the Top Seed (Unofficially)
 - Jay Bilas
 - Street Teams
 - Media Tour...by phone



Radio and Online

- DJ Endorsements
 - Market Meetings
 - DJ Feedings
- Homepage Takeovers
 - FREE Roastburger with Soft Drink Purchase
 - Push to Arby's Extras



Radio and Online

- eCRM
 - Arby's Extras and Pepsi Xtras
 - FREE Roastburger with Soft Drink Purchase
 - Email blast to more than 6 million members
 - Viral nature with “forward to a friend”
 - Consistent offer with short rolling expiration

PURCHASE ANY PEPSI DRINK, GET A FREE NEW ARBY'S ROASTBURGER™

Introducing Arby's NEW Roastburger. Never fried or greasy, our Roastburgers are made with our oven roasted, thinly sliced roast beef, and are available in three new flavors.

Try one FREE with any Pepsi drink purchase at Arby's® restaurants.

PRINT YOUR COUPON

Coupon Expires 3/27/09

Plus, enter here for a chance to win 1 of 50 Arby's \$20 gift cards.

ENTER NOW

Official 2009 Sweepstakes Entry 04/17/09

Arby's I'm thinking Arby's. STORE LOCATOR | DEALS & PROMOS

FirstName, Do you like burgers? You're going to love **ARBY'S NEW ROASTBURGERS**. Over-roasted, thinly sliced roast beef. Never fried. Never greasy.

CLICK HERE FOR MORE INFORMATION

Arby's® Extras exclusive...be the first to try the NEW Roastburger - FREE

FREE! ROAST BURGER™ WITH ANY DRINK PURCHASE

Drink must be purchased at regular price, valid through March 27th, 2009 at participating Arby's restaurants. Offer is not redeemable. Cannot be combined with any other offer or discount. Limit one coupon per person, per order. Drink must be purchased at regular price. Any alterations to this coupon will make it non-redeemable. This coupon may be used only online. Please print and present this coupon to the cashier when placing your order. TM & © 2009 Arby's IP Holder Trust, RPS and the Pepsi Code Group are registered trademarks of PepsiCo, Inc.

NEW! CHOCOLATE MALTY SWIRL SHAKE

We've swirled rich chocolate syrup through a thick creamy chocolate malt shake to create the perfect complement to your free Roastburger™.

SEE MORE

NEW! FIND ARBY'S on Facebook's Official Tournament Bracket

While on Facebook, enhance your tournament experience with unique interactive features found only in special Arby's® banners.

SEE NOW



Radio and Online

- Social Networking
 - Facebook Brackets → Facebook Friends and Arby's Extras Memberships
 - Burger Grease Art

