

# PUNCHTAB CASE STUDY

## Arby's \$10,000 Gourmazing Giveaway

Arby's was announcing the return of a popular menu item, the Market Fresh Pecan Chicken Salad Sandwich. In order to drive awareness, social amplification and ultimately foot traffic and sales, they chose PunchTab to power their "\$10,000 Gourmazing Giveaway", tapping into their Facebook fans to drive engagement and word-of-mouth on various social channels, while converting fans to email subscribers for future marketing efforts. During the four week promotion, Arby's drove 4X the engagement and 10X the rate of fan acquisition.

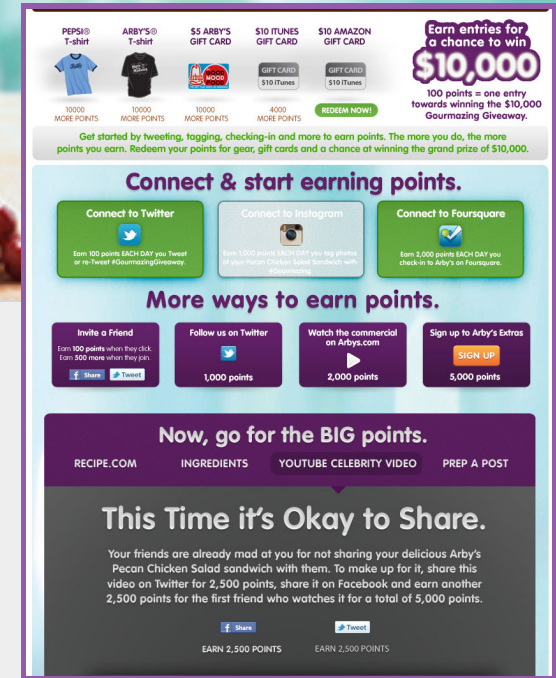
### THE CHALLENGE

1. **Raise consumer awareness** of the return of Arby's seasonal sandwich - The Market Fresh Pecan Chicken Salad Sandwich.
2. **Extend the reach** and value of paid media placements on Recipe.com, FX and YouTube.
3. **Drive fan engagement** and social sharing on Facebook, Twitter, Instagram and FourSquare.
4. **Drive foot traffic and sales** of this popular menu item.

### SOLUTION

Arby's utilized PunchTab's platform to engage over 1 million Facebook fans by offering points that could be redeemed for prizes while earning entries towards their Grand Prize Giveaway of \$10,000. As the social extension of a much larger media campaign, Arby's leveraged PunchTab to incentivize fan engagement with other media tie-ins including watching and sharing a video from YouTube celebrity, Carlie Stylez, and checking out and sharing sponsored content on Recipe.com. In addition, fans earned for following Arby's on Twitter, which grew 26% during the promotion period, engaging daily on Facebook and Twitter, uploading photos enjoying their sandwich on Instagram and checking in at Arby's on FourSquare.

In 4 weeks, the campaign, nominated for a WOMMA Award for Best Multi-Channel Campaign, drove new fans, followers and email subscribers, nearly 300K actions and flooded Instagram with over 8K pics of Arby's fans enjoying the popular menu item.



### RESULTS



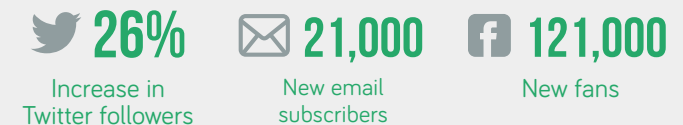
#### AWARENESS



#### ENGAGEMENT



#### ACQUISITION



5X REACH

4X PEOPLE TALKING ABOUT THIS

10X FAN ACQUISITION