



CASE STUDY: Wing Wars

The Driven Group, in collaboration with SMCpros, designed “Wing Wars” to help Famous Dave’s launch two new sauces and a new wing type. This integrated marketing effort included TV, social media, radio, and in store promotions. SMCpros engineered a custom Facebook application, a web application, and a full social media marketing strategy. Wing Wars saw 5,000 voters submit their support for their favorite wings and sauces over the course of 5 weeks, and was called out as a success by Famous Dave’s in their Q3 earnings report.



Campaign Objectives

Famous Dave’s marketing campaign was based around introducing two new sauces; a pineapple-habanero sauce called “Grilled Pineapple Rage™” and a new buffalo-style hot sauce called “Wilbur’s Revenge™”. In addition to the sauces, they also wanted to introduce boneless chicken wings to their menu. The campaign’s primary goal was to get consumers to provide feedback on the newsauces and wings. Their main success metrics online were impressions and reach. Offline success metrics consisted of average ticket value and user feedback on the sauces and wing types. Famous Dave’s worked with us (as part of the Driven Group) to make this campaign a success.

Campaign Methods

The Driven Group was responsible for the ad creative, copy, and overall design. Meanwhile, our team developed a strategy to turn user feedback into a contest. Wing Wars focused specifically on Facebook, where there was already lots of engagement between the 100,000+ fans and Famous Dave’s.

The campaign pitted fan against fan in a battle between both the bone-in and the boneless wings, as well as between Wilbur’s Revenge™ and Grilled Pineapple Rage™. This was accomplished by users voting on their favorites, and seeing which wing type and sauce came out on top at the end of the 5 week campaign. As an added incentive, the winning sauce would stay on the main menu. Aside from influencing the menu, Wing Wars was also a contest for participants. Each vote earned participants entries into a drawing for a dinner with Famous Dave and 10 of their friends.

We developed a Facebook application that tied into a microsite to facilitate entry submissions. This allowed users to vote within Facebook, as well as from a mobile device via the microsite. The microsite also served as the home for the other pieces of the campaign.

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To handle online messaging, we developed an editorial calendar for the 5 weeks to ensure users would be engaged throughout the entire campaign. As an offline touch point, our team aided in developing game cards with unique codes that users received in-store. People who turned in a card via Facebook or the microsite received additional entries into the contest. Users could enter once per day, creating a reason to come back multiple times to vote.

Campaign Results

From Famous Dave's 3rd Quarter report:

Development and marketing highlights during the quarter included a successful "limited time offer" of "Wing Wars" -- an offering of both bone-in and boneless wings featuring two new hot sauces - Grilled Pineapple Rage™ and Wilbur's Revenge™

"During the third quarter of fiscal 2010, our per-person average was \$14.74 compared with an average of \$13.95 for the third quarter of fiscal 2009. The breakdown by daypart was \$12.64 for lunch and \$16.00 for dinner. The "Wing Wars" limited time offering during the quarter contributed to the increase in our average check year over year as we saw increased appetizer and liquor sales during the promotion. Additionally, the increase reflects a weighted average price increase of 1 percent year over year."

"We recently concluded a highly successful LTO, "Wing Wars," a consumer choice war between bone-in and boneless chicken wings that featured two brand new sauces, a Grilled Pineapple Rage™ and Wilbur's Revenge™, - a flamin' hot sauce. Due to popular demand, we have immediately introduced Wilbur's Revenge™ into our line of retail products."

The favorite, by a very narrow margin, was Grilled Pineapple Rage™ on Boneless wings, with the bone-in version coming in close second.

Both Famous Dave's and the Driven Group consider this a highly successful campaign, and together have carried the success into several more campaigns.

What we learned

- > New product introductions provide great materials for marketing via social media.
- > Web and Facebook applications provide a unique vehicle for interacting with users beyond traditional surveys.
- > Limited time offers provide excitement and participation online, especially when users have a chance to win prizes.
- > Having a message strategy is necessary for continued engagement and awareness amongst Facebook fans. In-store promotions can help drive new customers to become fans and followers online.
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