



■ BACKGROUND

One of the leading fast food chains in the US

Arby's wanted to grow yearly revenue from 2.4% to 10% on line with their competitors

Historic growth had been fueled by promotional activity including coupons, bundle offers, and limited time offers

■ CHALLENGES

Arby's was struggling to create profitable demand at both the consumer and franchisee levels. It had a "sleepy brand"

Historical Arby's roast beef sandwich positioning hurt by general trend away from beef to other perceived "healthier" or "fresher" products

Newer concepts such as Quizno's and Subway were growing rapidly

■ APPROACH

Conducted qualitative and quantitative research to identify growth opportunities

Evaluated list of growth options

- Potential economic market value
- Brand equity transfer potential
- Organizational capabilities

Developed growth strategies

RESULT

Upgraded Arby's brand experience

Developed promotional strategy aimed at target segments

Developed segmentation approach and defined target

Develop a plan to increase national advertising

Improved the in-store experience

Shifted from product development to category and lifecycle management

