

October 17, 2016



Red Robin Gourmet Burgers and Brews Launches A New National Brand Campaign

Gourmet Burger Authority's "Let's Burger" Campaign Appeals to Broader Audience by Celebrating the Joy of "Burgering"

GREENWOOD VILLAGE, Colo., Oct. 17, 2016 /PRNewswire/ --[Red Robin Gourmet Burgers and Brews](#) launches a national brand campaign that celebrates the burger experience. With the launch of the new campaign, Red Robin aims to position the burger as a sharing and bonding opportunity and something everyone can rally around. The campaign focuses on the joy of "burgering" and the concept that burgers are more than just something people eat, rather something people do, a verb and action. This bonding experience among friends has been a part of American food culture and is the focus of Red Robin's latest brand campaign.



The marketing campaign, designed by Red Robin's creative AOR, KBS, is titled, "Let's Burger" and aims to set the brand apart from others in the industry. The integrated campaign will come to life through TV, digital video and social media, expanding appeal to burger lovers of all ages. In addition to showcasing Red Robin's signature burgers, it will reinforce the restaurant as a fun environment welcoming to all guests.

"As the Gourmet Burger Authority, we are immersed in burger culture every day and we offer our guests a craveable menu featuring more than 24 burger variations," said Jonathan Muhtar, senior vice president and chief marketing officer at Red Robin. "We are excited to debut our 'Let's Burger' campaign and elevate Red Robin further as the Gourmet Burger Authority. The Red Robin experience goes far beyond the burger itself. It's about inviting people to let go, lean in, and take their time enjoying the things that make Red Robin unique."

"The campaign gives Red Robin an ownable voice that opens the door for conversation and participation — and changes the burger from something you eat, into something you do," said KBS Creative Director/Copywriter Deb Maltzman. Angela Denise, KBS Creative Director/Art Director, added, "We want to surprise people with everything we put out there, and keep them wondering, 'What's Red Robin going to do next?'"

The campaign will include TV and digital video, including a :30 launch video and a :15 spot dedicated to Red Robin's Tavern menu. Additionally, Red Robin is partnering with satirical newspaper, *The Onion* to launch its new website, *The Onion Ring*, a hilarious take on the American burger culture. The new campaign will feature branded social content that will run across Facebook, Instagram, Twitter, and YouTube. Snapchat Geofilters will be available at all Red Robin locations nationwide.

To view the :30 creative spot for "Let's Burger," visit <https://youtu.be/b3er78sXtw4> as well as the still photos accessible [here](#). Additional photos available upon request.

For more information on Red Robin, please visit <http://www.redrobin.com/>.

About Red Robin Gourmet Burgers, Inc. (NASDAQ: RRGB)

Red Robin Gourmet Burgers, Inc. (www.redrobin.com), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., and under the trade name, Red Robin Gourmet Burgers and Brews, is the Gourmet Burger Authority™, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment welcoming to guests of all ages. Whether a family dining with kids, adults grabbing a drink at the bar or teens enjoying a meal, Red Robin offers an unparalleled experience for its guests. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature beverages. Red Robin offers a variety of options behind the bar, including its extensive selection of local and regional beers, and innovative adult beer shakes and cocktails, earning the restaurant a VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 540 Red Robin restaurants across the United States and Canada, including Red Robin Burger Works® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#), [Instagram](#) and [Twitter](#).

About KBS

KBS is a global agency that helps companies modernize to thrive in a tech-infused culture. With creative courage and critical capabilities, we're able to solve today's toughest marketing challenges through our specialisms including: advertising, social, content, CRM, creative technology, media planning and buying. Our global network includes offices in New York, Los Angeles, Toronto, Montreal, London and Shanghai. We've risen to the challenge for a diverse roster of clients including BMW, American Express, Unilever, BMO, Harman, Stanley Black & Decker, TE Connectivity, GoPro, Monster, Thomas Cook and Vanguard. For more information, visit www.kbsagency.com.

Logo - <https://photos.prnewswire.com/prnh/20120522/NY11686LOGO>

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/red-robin-gourmet-burgers-and-brews-launches-a-new-national-brand-campaign->

[300346021.html](#)

SOURCE Red Robin Gourmet Burgers, Inc.