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## **Red Robin Invites Burger Lovers to "Answer the Call" Through New Marketing Campaign That Capitalizes on Memorable YUMMM Tagline**

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- Red Robin Gourmet Burgers, Inc. (Red Robin), known for its high-quality gourmet burgers and family-friendly atmosphere, announced the launch of a new national online, television and radio marketing campaign beginning on Monday, Feb. 22, based on the casual dining chain's popular and memorable mnemonic, "Red Robin... YUMMM(TM)".

The campaign was designed to increase awareness for Red Robin's quality, variety and value and drive guest traffic by capitalizing on the already widely recognizable catch phrase, "Red Robin... YUMMM(TM)," while also promoting Red Robin's latest limited time offer menu items, the Prime Chophouse Burger and Southwest Grilled Chicken Salad, each available for \$5.99.

Created by [Periscope](#), a Minneapolis-based advertising firm and Red Robin's agency of record, the campaign was developed after focus group research found that many consumers could easily recall and recite Red Robin's mnemonic - "Red Robin... YUMMM." Throughout the campaign, promotion of the "YUMMM" mnemonic will help keep Red Robin<sup>(R)</sup> restaurants a top-of-mind choice for dining out among consumers.

"We realized Red Robin's popular mnemonic - YUMMM - could function as a modern-day Pavlovian bell which, when sounded, would cause people to immediately think of our craveable gourmet burgers," said Susan Lintonsmith, Red Robin chief marketing officer. "So, we're leveraging this already well-known asset to engage our guests and encourage them to try one of our value-priced limited time offers this spring."

Red Robin's marketing campaign is appearing online; on cable television, including USA Network, TBS, TLC, Comedy Central and Food Network; and on local television and radio stations in approximately 30 markets nationwide, including Denver, Colo.; Seattle, Wash.; St. Louis, Mo.; and Phoenix, Ariz.

To educate consumers about Red Robin's irreverent and fun brand personality, the ads feature various tongue-in-cheek scenarios where unlikely subjects - including a baby, a lawyer and even the normally elusive Yeti - literally answer the Red Robin call by saying "YUMMM." As part of the campaign, consumers will experience the popular "YUMMM" mnemonic through the following mediums:

-- TV ads - Airing beginning Monday, Feb. 22 through Sunday, March 28, on

- various local and cable stations, the ads feature two YUMMM scenarios. Paying tribute to Red Robin's Colorado hometown, one scenario depicts a man climbing a mountain and looking out onto Mt. Evans, one of Colorado's famous 14,000-foot peaks and shouting "Red Robin" only to be answered by a Yeti saying "YUMMM." The other shows a mother soothing her crying baby with a soft lullaby that includes "Red Robin," words that comfort the baby and allow the baby to answer "YUMMM." Both scenarios are followed by details about and delectable images of Red Robin's new, limited time offer items.
- Online shorts - Currently appearing on a variety of Web sites, ranging from Hulu to iVillage, the online spots are thematically similar to the TV ads, but highlight different "Answer the Call" scenarios in a shorter format. One shows a man pumping gas and humming a tune that incorporates "Red Robin." In this scene, a voice from the gas pump speaker answers "YUMMM." The other features two people playing Scrabble. One person spells "Red Robin" on the game board, and the other "answers the call" by spelling "YUMMM."
  - Online parody ads - In synched display creative format, a Red Robin branded ads calls, through a thought bubble, "Red Robin," followed by a parody ad featuring a fictitious lawyer answering with a corresponding "YUMMM."
  - "YUMMM Builder" game- A play off the 1980's game, "Burger Time," the goal of YUMMM Builder is to build a gourmet burger before everyday kitchen items like utensils "eat" the player. YUMMM Builder winners have the opportunity to immediately download the "Red Robin...YUMMM" ringtone. Please click here for the iPhone YUMMM ringtone and here to download the ringtone to all other phones.

To leave guests wanting more YUMMM, Red Robin created the following new limited time offer items available now through Sunday, April 11, that highlight what Red Robin is all about - craveable food made with fresh, Honest to Goodness<sup>(R)</sup> ingredients:

- Prime Chophouse Burger -This juicy burger is layered with horseradish-sauteed mushrooms, gourmet steak sauce, melted Provolone cheese and piled high with crispy onion straws. Served on an onion bun with Dijon Spread, available for \$5.99.
- Southwest Grilled Chicken Salad - An ancho-grilled chicken breast, avocado slices and fresh-fried jalapeno rings on top of crisp greens tossed in salsa-ranch dressing and layered with diced red and green bell peppers and onions, chipotle black beans, cheddar and pepper-jack cheeses and crunchy tortilla strips, also available for \$5.99.
- Chili Chili(TM) Con Queso -Served hot, garnished with fresh cilantro and salsa, paired with corn tortilla chips and Red Robin's own jalapeno-cheese flour tortilla chips.
- Freckled Lemonade(R) Shake - Creamy soft serve blended with sweet strawberries and tart lemonade syrup. Finished with extra strawberries at the bottom and whipped cream and a lemon wedge on top.

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

Red Robin Gourmet Burgers, Inc. ([www.redrobin.com](http://www.redrobin.com)), a casual dining restaurant chain founded in 1969 that operates through its wholly owned subsidiary, Red Robin International, Inc., has been serving up wholesome, fun dining experiences in a family-friendly environment for more than 40 years. Red Robin, the "Smiling Burger<sup>(R)</sup>" expert, is famous for serving more than two dozen high-quality, Honest to Goodness<sup>(R)</sup> gourmet burgers in a variety of recipes with Bottomless Steak Fries<sup>(R)</sup>, as well as salads, soups, appetizers,

entrees and signature Bottomless Beverages<sup>(TM)</sup>. There are more than 430 Red Robin<sup>(R)</sup> restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM(TM)!

#### About Periscope

Periscope, the largest independent agency in the Twin Cities with offices in Minneapolis, Hong Kong and Delhi, has 240 employees and \$260 million in capitalized billings.

Periscope's broad range of services includes Insight & Innovation, print and broadcast advertising, digital marketing, design, social media, direct marketing, brand advocacy, graphic services and media planning and buying. Periscope's diverse client roster includes leading local, national and international clients across a wide range of industries. For more information, visit [www.periscope.com](http://www.periscope.com).

Source: Red Robin Gourmet Burgers