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## **Red Robin Continues to Invite Burger Lovers to "Answer the Call" with YUMMM by Extending its Successful Marketing Campaign Through the Summer**

Red Robin Restaurants to Also Feature New Limited Time Offer Items and a New Menu

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- Building on the success of its spring marketing campaign, Red Robin Gourmet Burgers, Inc. (Red Robin), known for its high-quality gourmet burgers and family-friendly atmosphere, today launched its latest 2010 national marketing campaign based on the casual dining chain's popular and memorable mnemonic, "Red Robin...YUMMM(TM)."

Created by Minneapolis-based [Periscope](#), Red Robin's advertising agency of record, the campaign first launched in February of this year and significantly improved trends in both guest traffic and same store sales during the restaurant chain's spring limited time offer (LTO) promotion, gaining positive momentum for the Red Robin brand heading into the summer months. Unaided brand awareness levels increased by five percentage points year over year during the Company's first quarter of 2010 when the campaign ran, and Red Robin's online fans became much more engaged through social media. Specifically, Red Robin added 30,000 Facebook fans during the first quarter of this year, doubling the size of its previous fan base.

The new campaign, which includes television and online campaign elements, was designed as a continuation of Red Robin's inaugural campaign. The advertisements are intended to increase awareness for Red Robin's quality, variety and value and capitalize on the catch phrase, "Red Robin... YUMMM(TM)," while promoting Red Robin's summer limited time offer menu items, the Big Melt Bacon Burger and Honey Mustard Chicken Sandwich, each available for \$6.99.

"We developed the campaign after focus group research found that many consumers could easily recall and recite Red Robin's mnemonic, 'Red Robin... YUMMM' - and it really worked to drive traffic for Red Robin's spring LTO," said Charlie Callahan, vice president and executive creative director at Periscope. "The next campaign will continue to build on the momentum of 'YUMMM' to keep Red Robin<sup>(R)</sup> restaurants a top-of-mind choice for dining out this summer among consumers, especially families with kids."

Red Robin's latest marketing campaign will appear online, including on sites like CafeMom, USA Today and the Weather Channel; and on cable television, including USA Network, TBS, TLC, Comedy Central and Food Network.

As part of the campaign, consumers will experience the popular "YUMMM" mnemonic again through the following mediums:

- Airing through Sunday, July 18, the TV ads feature two YUMMM scenarios. One depicts a stoic guard in front of what appears to be Buckingham Palace in London. While the guard stands motionless and at attention, a tourist couple tries to get him to act out, and ultimately succeeds by yelling, "Red Robin," to which the guard responds, "YUMMM."

The second scenario shows a young girl in a backyard playing hide-and-seek. In an effort to find her hidden friends, the girl shouts, "Red Robin," which coincidentally entices her friends to come out of hiding and respond, "YUMMM." Both scenarios are followed by details about and delectable images of Red Robin's new, limited time offer items.

- The Buckingham Palace guard scenario also will be featured online as an Extended Web Video on Red Robin's YouTube channel.
- In synched display creative format, a Red Robin ad calls, through a thought bubble, "Red Robin," followed by a parody ad featuring a woman in what appears to be a spa advertisement answering with a corresponding "YUMMM."

To leave guests wanting more YUMMM, Red Robin created the following new limited time offer items available now through Sunday, July 25, that highlight what Red Robin is all about - craveable food made with fresh, Honest to Goodness<sup>(R)</sup> ingredients:

- Big Melt Bacon Burger -Loaded with applewood smoked bacon, melty Cheddar and Swiss cheese on top of sauteed mushrooms, onions and barbeque sauce. Served on a toasty onion bun with fresh lettuce and ranch dressing.
- Honey Mustard Chicken Sandwich - Sweet honey mustard on a grilled chicken breast topped with Cheddar cheese and freshly prepared guacamole with crisp lettuce, tomato, red onions and mayo on a whole grain bun.

"Our summer LTO burger and chicken sandwich are intended to continue communicating our focus on quality, variety and value to our guests," said Susan Lintonsmith, Red Robin chief marketing officer. "In addition to the LTO, we've also just launched a new menu that features nearly a dozen, new menu items, and we believe our quality, variety and value really shine through in this latest version.

On its new menu that is now available in the majority of restaurant locations, Red Robin has added the following new items to its already wide selection of gourmet burgers, salads and entrees with no new price increases:

- All-American Patty Melt - a gourmet burger topped with sauteed onions, homemade Thousand Island dressing, and melted cheese. Loaded up on marbled rye bread and grilled to perfection for \$8.79.
- Pub Burger - a gourmet burger topped with ale-braised onions and mushrooms, creamy peppercorn-ranch, melted Cheddar and Swiss cheese and fresh tomatoes. Served on a toasted onion bun for \$9.49.
- A few new pastas, including a Classic Creamy Mac 'N' Cheese, Grilled Chicken Pesto Pasta and Grilled Chicken Alla Caprese.
- Lower-priced appetizers, called "Jump Starters," including Onion Rings, Fresh-fried Cheese Sticks, and Fresh-fried Jalapeno Coins, to name a few.

For more information on Red Robin and to find a restaurant location near you, visit [www.redrobin.com](http://www.redrobin.com).

#### 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 with Bottomless Steak Fries<sup>(R)</sup>, as well as a wide variety of salads, sandwiches, wraps, 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