

Arby's New Ad Campaign - the Arby's Rescue Brigade - Challenges Consumers to Join the Fight
Against Ordinary Fast Food

2008-05-01

Applications Now Being Accepted to Join the Brigade and Star in an Upcoming Commercial

Arby's Restaurant Group, Inc. has announced the introduction of a new advertising campaign that challenges consumers to join the fight against ho-hum, every day fast food.

The campaign, which was created by Merkley & Partners, features the Arby's Rescue Brigade, a group of dedicated Arby's enthusiasts whose sole mission is to save the world from ordinary fast food. The Brigade travels across the country in a boldly designed Rescue Mobile showing up on the scene when someone is eating a bland, unsatisfying fast food meal.

'The Arby's Rescue Brigade is the next evolution in the I'm Thinking Arby's(R) crave campaign. It's about a movement or group of loyalists who have come together with one purpose in mind -- to seek alternatives in fast food,' said Cheryl Barre, Chief Marketing Officer, Arby's Restaurant Group, Inc. 'Arby's has always been about being different and providing consumers with fresh and unique products atypical of the industry -- from slow roasted, freshly sliced Roast Beef to deli-style Market Fresh(R) sandwiches, salads and wraps.'

The Arby's Rescue Brigade is led by Captain John Maddox, who founded the Brigade after experiencing what will forever be known as the 'greasy burger incident.' Maddox set out on a mission to find other Arby's lovers who would help him with his newfound calling. He recruited lovers of curly fries, Jamocha Shakes, classic Beef 'n Cheddar and Toasted Sub sandwiches. And thus, the Arby's Rescue Brigade was born.

The Arby's Rescue Brigade is recruiting a new member to join the cause. Consumers looking for a chance to win a role as the newest Brigade member in an upcoming Arby's commercial and free Arby's food for a year, may send in a video to www.arbysrescuebrigade.com auditioning for the job. The contest runs through June 30, 2008. For more information, rules and regulations, please visit www.arbysrescuebrigade.com.

The first Arby's Rescue Brigade ad highlights Arby's Philly Beef and Fajita Flatbread Melts. In addition, Arby's has partnered with Yahoo! to feature the Arby's Rescue Brigade on several of its high traffic pages as well as in :15 streaming videos showcasing a few of Arby's most popular snacks and shakes, including Loaded Potato Bites(R) and the Berry Delight Swirl Shake.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32383.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html