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## **Buffalo Wild Wings® Launches "We Do It For You" Campaign Tied to NCAA® March Madness®**

*Multi-Channel Campaign Illustrates Different Ways B-Dubs® Goes Above and Beyond to Help Make Games More Exciting for Fans*

MINNEAPOLIS--(BUSINESS WIRE)-- Buffalo Wild Wings, Inc. (NASDAQ: BWLD) today unveiled its NCAA March Madness campaign that aims to reinforce the lengths the "Wings.Beer.Sports®" brand will go to make tournament games more exciting for its fans. As the "Official Hangout for NCAA March Madness," Buffalo Wild Wings will extend the campaign across television, social media, digital channels, in-restaurant activations and on-site Final Four® experiences.

"For years, fans have pointed a finger at Buffalo Wild Wings on social media when an unexplained event happens, a game goes into overtime or they want us to intervene in the outcome," said Bob Ruhland, vice president of marketing for Buffalo Wild Wings. "This year, we wanted to continue to extend this popular idea that Buffalo Wild Wings can make games more exciting and if our fans want something to happen - from rallying their team from a deficit to leveling the playing field - we would find a way to make that a reality."

### ***"We Do It For You" Advertising***

Buffalo Wild Wings will introduce a series of new television commercials throughout the tournament that playfully deliver on the notion that B-Dubs has a unique ability to make games more exciting for fans everywhere.

In "[Number 7](#)," two guests are surprised when their request to remove a player from a game is made possible instantly by a Buffalo Wild Wings server. "Rally Beard" shows that when your team is in dire need of a comeback, Buffalo Wild Wings staff will do whatever is needed even if that means magically growing a rally beard. The spots will run on CBS, CBS Sports Network, TruTV, TNT and TBS.

Additionally, when a game goes into overtime during March Madness, B-Dubs will immediately air a spot called "Overtime Time" that encourages fans to enjoy the five extra minutes of free basketball and not question who or what might have caused it.

### ***Putting the Power in our Fans Hands***

Buffalo Wild Wings will offer fans unique content and opportunities to join the conversation across its social media channels including [Facebook](#), [Twitter](#) and [Instagram](#).

- 1 *Tools of Distraction:* For Facebook and Twitter, B-Dubs will share videos and GIFs that fans can use to try to distract opponents on their own. "Tools of Distraction" include a "Rally Beard," a "Free Throw Gong," B-Dubs' version of thunder sticks ("Thunder Wings"), an inflatable, dancing "Tube Fan," and a group of bouncing, Blazin' Bill cutout heads (Gazin' Bills).
- 1 *Instagram Stories:* Buffalo Wild Wings is creating Instagram Stories that offer fans a playbook tutorial for using B-Dubs menu items to help affect games just by tapping through each step of the play.
- 1 *Hashtag:* Building off the success of the recent "What the Favre?!" campaign, Buffalo Wild Wings will encourage fans to interact with the brand using the #HitTheButton hashtag. Throughout the tournament, some of B-Dubs' fans best tweets that include the campaign hashtag will be scrolled in real-time on the company's website ([www.buffalowildwings.com/basketball](http://www.buffalowildwings.com/basketball)).

### ***Extending the Campaign in Restaurants & at the Final Four***

Buffalo Wild Wings will also bring the fun and excitement of its new marketing campaign to fans watching and enjoying the tournament in 1,200 restaurants across the country as well as to fans attending the Final Four.

Throughout the tournament and at any Buffalo Wild Wings restaurant, fans can access a March Madness-themed Snapchat filter that allows them to put a spotlight on game-changing moments and join the #HitTheButton conversation. Fans looking to help boost their team from a deficit can also obtain a free, "real-life" Rally Beard in all restaurants beginning with the

Sweet Sixteen.

At the Buffalo Wild Wings Sports Lounge within Final Four Fan Fest, fans can digitally display their own rally beard through facial mapping technology. At the Rally Beard Photo Op station, fans can choose the color of their favorite Final Four team and share a photo instantly on social media. The Sports Lounge will also feature multiple flat-screen TVs airing tournament coverage, a Blazin' Challenge® wing eating contest, Pop-a-Shot free-throw games, appearances by Steve Lavin and Seth Greenberg and other activities.

### **About Buffalo Wild Wings**

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly-flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,200 Buffalo Wild Wings locations across the world.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit [www.BuffaloWildWings.com](http://www.BuffaloWildWings.com).

### **About the NCAA**

The NCAA is a diverse association of more than 1,100 member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly half a million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year.

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