



## THE MEAT MOUNTAIN

This is the story of meat, which became a mountain, which became a social phenomenon, which activated a carnivorous nation. It began when Arby's® asked Alcone to help combat low awareness about all the meats they offered besides roast beef, and to create something immediate and powerful as part of their national "We Have the Meats" campaign. Arby's is famous for its roast beef, but few people are aware of the radical expansion of Arby's menu to include so many other delicious meats. We needed to change the way people thought about the breadth of Arby's menu, and wanted to get people talking about Arby's wider menu in an interesting and exciting way. We accomplished both objectives with staggering results, and hence the "Meat Mountain" was born.

Alcone's campaign was devised to solve a tough problem: low awareness of the true variety of meats Arby's has to offer. In partnership with Arby's Consumer Insights team, Alcone dug deep into the profile of Arby's target guest and learned they are serious

carnivores-unapologetic about how much they crave meat. Guests were starving for real deli-inspired meats that can't be found at other quick service restaurants. Arby's has the highest quality and greatest variety, and Alcone needed to convey that in an equally unapologetic way that would engage guests and get them talking about the brand. Alcone's strategy was to use simple, enormously convincing creative at the point of sale to show that Arby's offers more meats than customers ever imagined. A towering, vertical in-restaurant poster display depicting all of Arby's meats – stacked one on top of another – as an awe-inspiring "mountain of meat" was placed in all Arby's restaurants nationwide. Alcone expected plenty

  
**MEATCRAFT**  
IT'S WHAT MAKES THE SANDWICH

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## CASE STUDIES OF DISTINCTION

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of buzz and trial, but didn't expect that guests would immediately begin asking if ALL the meats were available in one sandwich. This led to customer-generated rumors of a secret menu item they called the "Meat Mountain" and plenty of social media tributes. And that shifted our focus. Alcone engaged Arby's to oblige these requests, creating the new, \$10 secret menu item. Arby's also seeded the story with the Washington Post that this 'secret menu item' was out there and officially coined it, "The Meat Mountain Sandwich". The story gained national media attention, and carnivorous customers again took to social media to honor the mythical, and then real, sandwich, detailing their loving attempts to conquer "The Meat Mountain".



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Starting with a single poster, Alcone changed the conversation from "Arby's roast beef" to "Arby's meat mountain". The mythical – and then real – sandwich generated over 46 million media impressions, over 100 media placements, and an average of 3,400 orders for the \$10 Meat Mountain sandwiches (their most expensive menu item), generating over \$30,000 in additional sales per day. The story was picked up by hundreds of news shows, with mentions on both The Tonight Show and Letterman. Publications including the Washington Post, Fox News, Time and Fast Company covered the trending phenomenon. Popular food bloggers wrote about "conquering Arby's meat mountain." Consumers took to Facebook, Twitter, Instagram and YouTube, posting how-to videos and documenting their Meat Mountain experiences with a carnivorous love. Alcone's Meat Mountain program had an immense impact on consumer awareness and business outcomes. All proving, once again, that great marketing is a conversation. A conversation about meat.