



Selfie for the Win: Applebee's® Launches #FanFavoritesSweeps Campaign to Give One Fan a Trip to Phoenix

September 29, 2014

World's Largest Casual Dining Chain Integrates Fan Photos of Crowd-Sourced 2 for \$20 Menu into CBSsports.com

KANSAS CITY, Mo.--(BUSINESS WIRE)--Sep. 29, 2014-- With a new crowd-sourced menu lineup chosen by Applebee's social fans, America's favorite neighborhood bar and grill is searching for this season's biggest fan.



Applebee's Quesadilla Burger (Photo: Business Wire)

highlight and show our love for our fans."

Starting September 29, the public can enter at www.cbssports.com/applebees for a chance to win a trip to Phoenix, Arizona in February and \$2,000. Selfies uploaded on the site or tagged #FanFavoritesSweeps on Twitter or Instagram could be featured on CBSsports.com.

The 2 for \$20 Fan Favorites Menu features:

- **Grilled Chicken Wonton Tacos:** Spicy chicken-stuffed wonton shells, tangy slaw, cilantro and lime. #WontonTacos
- **Quesadilla Burger:** Mexi-ranch sauce, bacon, pico de gallo and shredded lettuce in a Jack and cheddar quesadilla. #QuesadillaBurger
- **Bourbon St. Chicken & Shrimp:** Cajun-seasoned chicken breast, blacked shrimp, onion, mushroom, garlic, thyme and crispy red potatoes. #BourbonStChicken
- **Shrimp 'N Parmesan Sirloin :** 9 o.z. sirloin, grilled shrimp, scampi sauce, rich Italian cheeses, seasonal vegetables and the choice of mashed potatoes or baked potato. #ShrimpNParmSirloin
- **Crosscut Ribs:** Tender and meaty crosscut ribs, tossed in your choice of Honey BBQ, Sweet Asian Chile or Smoky Chipotle sauce, served with BBQ-spiced fries and coleslaw. #CrosscutRibs

This cutting edge, social-led integration is driven by Applebee's media Agency of Record BPN in partnership with both CBS Sports and Chute, a leader in visual marketing automation, which helps brands discover, curate and publish fan photos. This is the first time a brand has fully integrated directly onto CBSsports.com, creating an owned microsite integrating off of the main page and aligned with a singular sport.

Through a first-of-its-kind social integration, Applebee's is asking the public to snap a selfie with their favorite 2 for \$20 dish. Throughout the campaign, user-generated photos will be featured on CBSsports.com and fans can enter to win a trip to Phoenix, Arizona in February and \$2,000.*

Applebee's dedication to its fans is present not only in the #FanFavoritesSweeps, but also in the latest 2 for \$20 menu lineup. Last fall, more than 4,600 Applebee's Facebook Fans responded to the question "What menu items would you like added to our 2 for \$20 menu?" Applebee's listened and is saluting Guests by placing their favorites on Applebee's signature 2 for \$20 menu. The menu allows Guests to select two full-sized entrees and a shareable appetizer for just \$20.

"We have passionate fans who crave our food and love the incredible value of our 2 for \$20 menu," said Darin Dugan, Applebee's Senior Vice President of Culinary and Marketing. "Our dedication to responding to our extensive Applebee's online community with the Fan Favorites menu is one reason our Guests love the Applebee's brand. Through the #FanFavoritesSweeps, we're able to

*NO PURCHASE OR MOBILE DEVICE NECESSARY. Data rates may apply. Open to legal residents of the U.S., 18 & older. Promotion ends at 11:59:59 PM PT on November 2, 2014 (2:59:59 AM ET on November 3, 2014). Prize ARV is \$5,000.00. Odds of winning depend on eligible number of entries received. If you are accessing this promotion using your wireless device, data rates may apply. Void where prohibited. See official rules and details at cbssports.com/applebees.

The Applebee's Brand

Applebee's is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 16 countries and one U.S. territory. Based in Kansas City, Missouri, Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar® restaurants are franchised or operated by DineEquity's wholly-owned subsidiary, Applebee's International, Inc. and its affiliates.

About CBSsports.com

CBSsports.com provides premium online and mobile content to the connected sports fan, including live and on-demand video, in-depth analysis, breaking news, scores and statistics across all sports. CBSsports.com is part of CBS Interactive's portfolio of multiplatform brands, which includes premier fantasy sports offerings, high school sports leader MaxPreps, and CBS Interactive Advanced Media producing more than 100 official college athletic sites.

About BPN

BPN is a full-service planning and media buying agency that is part of the IPG Mediabrands global network. Fueled by our Radical CommonSense business philosophy, our mission is to build audience engagement across all touchpoints by pro-actively managing the client's media investment and constantly adjusting to market conditions. BPN currently has 36 offices in 28 countries, partners with more than 200 clients worldwide and manages over \$1 billion in annual billings. For more information please visit www.bpnww.com or follow us @bpnworldwide.

About Chute

Chute helps brands turn visual content into engagement and actionable insights. Curate the best photos and videos from fans, obtain permission to use their content, gain valuable insights about your influencers and publish authentic visual media everywhere – from billboards to banner ads and everything in between. Chute works with some of the world's biggest brands and publishers including Ann Taylor, Atlantic Records, Benefit Cosmetics, NBCUniversal, Turner, Condé Nast, the NBA, New York Times and Nike. For more information, visit www.getchute.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140929006309/en/>

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