



Name _____

Date _____

STUDENT RESOURCES

CASE CHALLENGE RESOURCES: CREATING THE CUSTOMER EXPERIENCE – ARBY’S

Arby's Background Information

- Arby's About Us: <https://arbys.com/about>
- Fast Crafted® positioning video: <https://goo.gl/2EYuPq>
- Arby's Menu: <https://arbys.com/our-menu>
- "How Arby's Turned Its Brand Around After Years With an Identity Crisis" AdWeek Article (1/18/2016)
- [While Nobody Was Paying Attention, Arby's Became Fantastic](#)
- [Head of Sandwiches](#)
- [Inspire Brands Growth](#)
- [Example of Market Segmentation in Action](#)
- [Arby's Marketing](#)



PURPOSE

Inspire Smiles Through Delicious Experiences

PROMISE

Deli-Inspired Delicious

POSITIONING

Fast-Crafted®

ESSENCE

Serve, Refresh, Delight

VALUES

DREAM BIG

We believe in the unlimited potential of the human spirit to achieve great things for individuals and the business. We value ambition, goal setting, innovation and a positive attitude that embraces opportunity and potential.

WORK HARD

We believe that positive rewards begin with a strong work ethic. We value perseverance, stamina, resilience and a "whatever it takes" attitude.

GET IT DONE

We believe in individual accountability to achieve positive results. We value disciplined, well-informed decision making and excellent execution.

PLAY FAIR

We believe that winning teams play by the Golden Rule. We value honesty, integrity, respect, courage and fairness in everything we do.

HAVE FUN

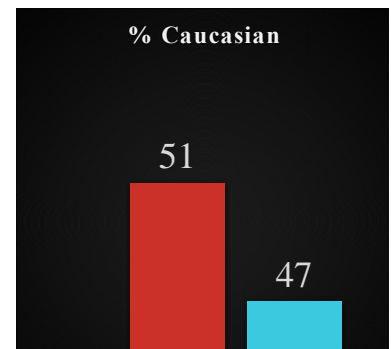
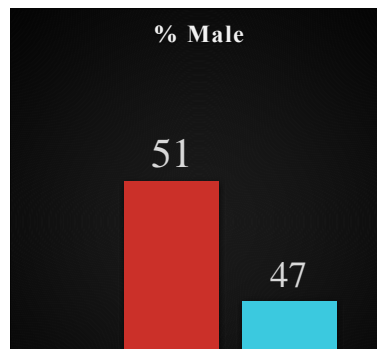
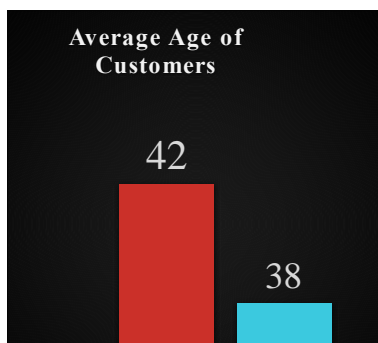
We believe that life and work are meant to be enjoyed. We value enthusiasm, good humor and passion.

MAKE A DIFFERENCE

Enjoy the moment; create an engaging, entertaining environment.



Arby's Guest Demographics



Arby's Parent Company Structure: Inspire Brands

