

## CRISPIN PORTER: ADVERTISING AGENCY FOR APPLEBEE'S



Neighborhood Grill & Bar Crispin Porter & Bogusky, a creative advertising agency, has been selected to be the new advertising agency for the popular chain restaurant, Applebee's. The advertising agency was very hot quite a bit ago and just as it seemed to be cooling down, the chain restaurant made its announcement of selecting the agency for their advertising wants and needs. Applebee's currently spends around \$135 million on advertising each and every year. The restaurant chose to hire this agency shortly after a review was made towards the end of 2011. On February 22<sup>nd</sup>, Crispin Porter was named the new creative agency for a separate chain-restaurant, Arby's, which is known for providing fast food, famously known for its roast beef sandwiches. Arby's is currently owned by the Arby's Restaurant Group. For many years, Crispin Porter was considered quite a successful advertising agency for various reasons. The agency constantly took risks, all of which were beneficial for the different types of popular marketers that they worked with. Some of these marketers include Best Buy, Burger King, Old Navy, and Coke Zero, amongst various others. However, within just the past year, the agency lost several clients, some of which included Burger King, Jose Cuervo, and Groupon. Because of the losses, a lot of senior managers left the agency and many employees were laid off. It became quite a scary situation for the president of Crispin Porter, Jeff Steinhour, and the employees working for the agency. It has become quite exciting for Steinhour to receive these new assignments, especially since they came so close with one another. Steinhour says that he and the employees of the agency all feel honored to work as the advertising agency for both Applebee's and Arby's. The Applebee's account will typically be handled by the Crispin Porter office in Colorado. There is also a Crispin Porter office in the Miami, Florida area, which is where Steinhour is currently located. The agency is full of different staff members, all of whom are creative in their own way. They know a lot about retail, especially when it comes to different restaurants and the entire food and beverage spectrum. They know a lot about these brands that are loved and appreciate amongst the people of the United States. Crispin Porter and its employees specialize in making advertisements more relevant and telling a story in these advertisements which make the brands fresher than before. In fact, Applebee's is expecting new advertisements from Crispin Porter that will tell the story of the chain restaurant in a bold and exciting yet fresh way for the consumers, engaging them and getting them to give the restaurant a try, especially if they have yet to do so.

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