

Industry Data Report

Marketing Spend – 2021

- While U.S. media spend declined -12.9% in 2020 for all industries according to Kantar, the \$1B+ chain restaurant industry declined a more modest -5.4% which reflects a -4.5% decline in total systemwide sales and a slight 0.1% decline in aggregate net marketing spend as a % of sales.
- A sharp decline in marketing spend as a % of sales in casual (dining room capacity constraints lessened the need to advertise) and sub-sandwich (Subway ad contribution abatement) was offset by increased QSR spending and incremental franchisor contributions.
- The effectiveness of traditional TV ads continues to decline as fewer consumers watch live TV, opting instead for Netflix, social media, Internet video and gaming.
- A decline in traditional TV ad spend was partially offset by an increase in more cost-effective digital marketing which helped drive significant growth in digital sales mix.
- 6 chains switched creative ad agencies over the last 12 months (Cracker Barrel, Denny's, Domino's, Jimmy John's, Panera & Popeyes).

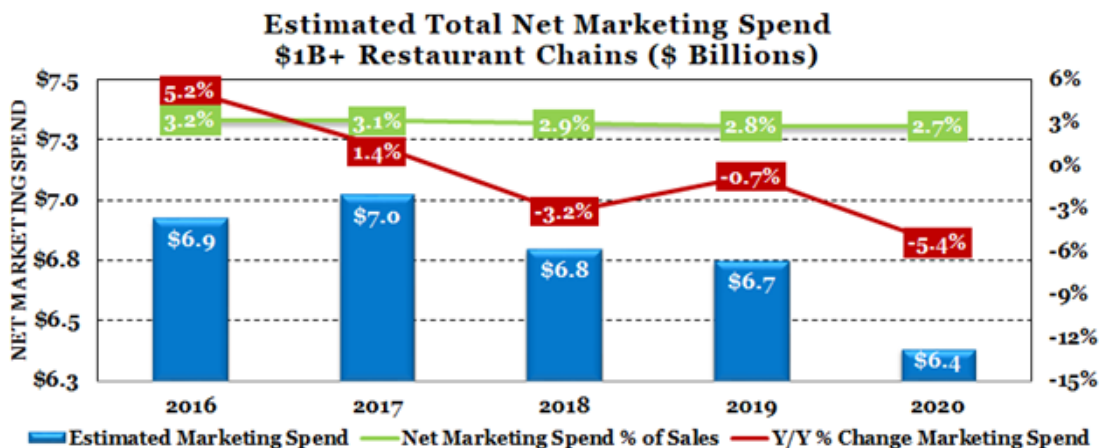


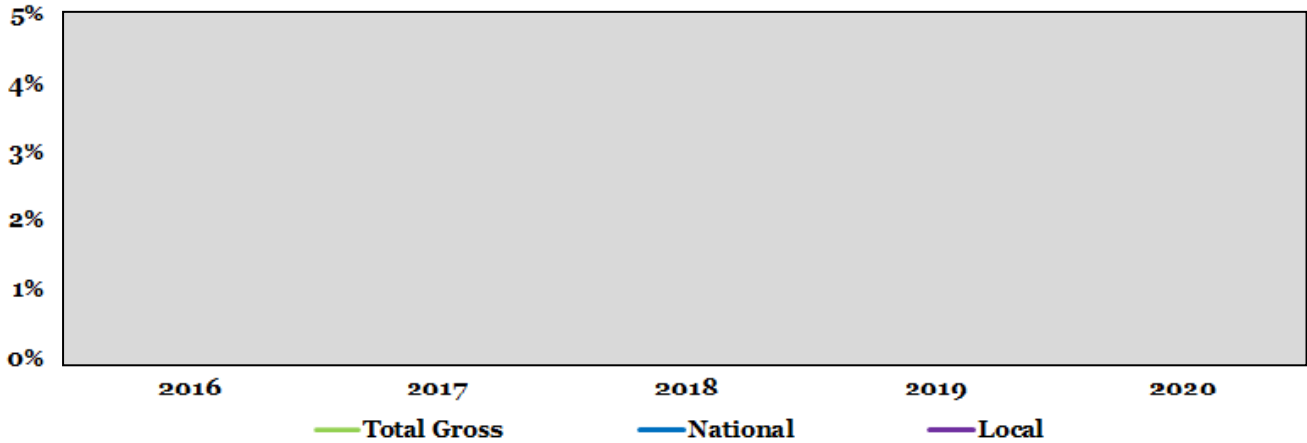
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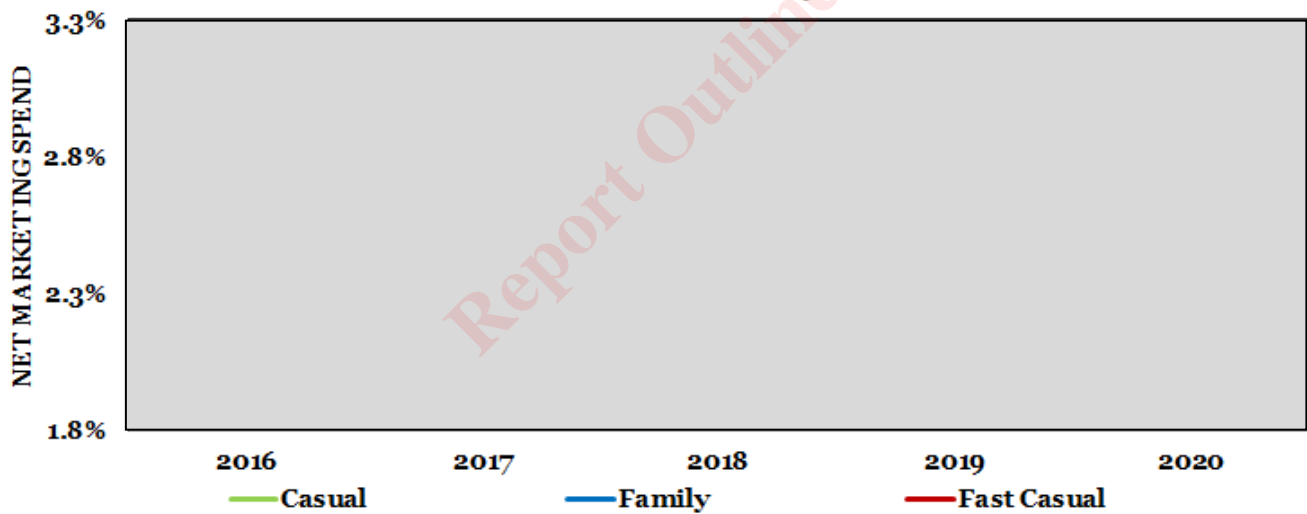
Data in spreadsheet form available at <http://www.ChainRestaurantData.com>

Changes to Marketing Allocations by Segment

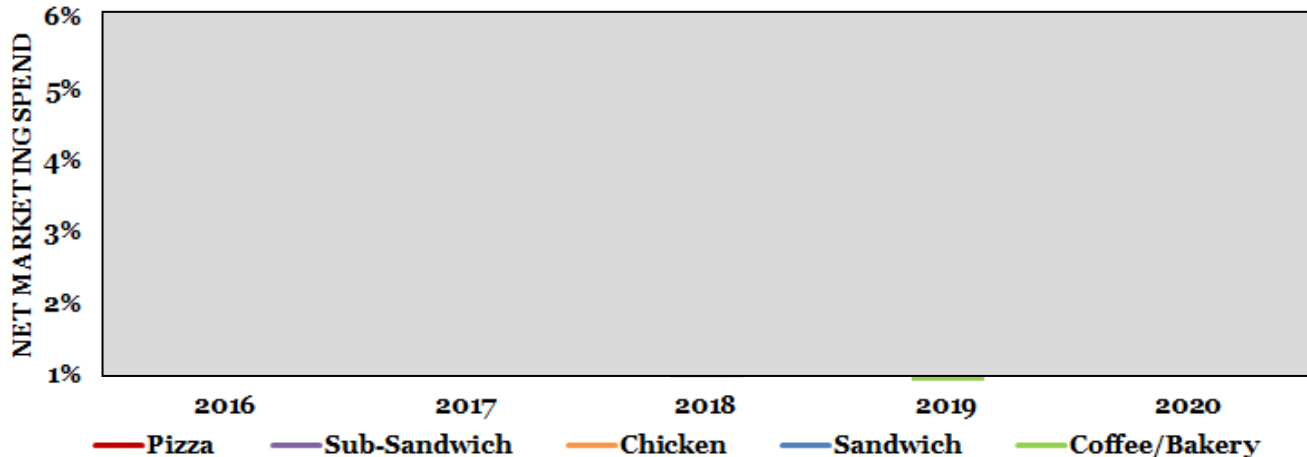
Estimated Total Marketing Spend as a % of System Sales



Estimated Total Net Marketing Spend by Segment \$1B+ FSR Chains (% of System Sales)



Estimated Total Net Marketing Spend by Segment \$1B+ QSR Chains (% of System Sales)

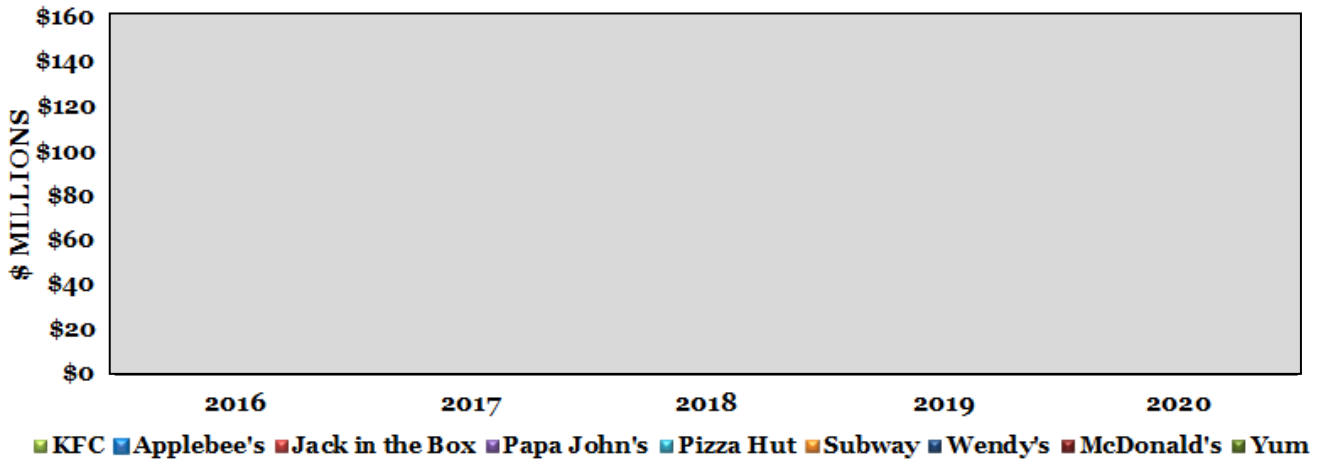


Changes to Marketing Allocations & Creative Agencies by Chain

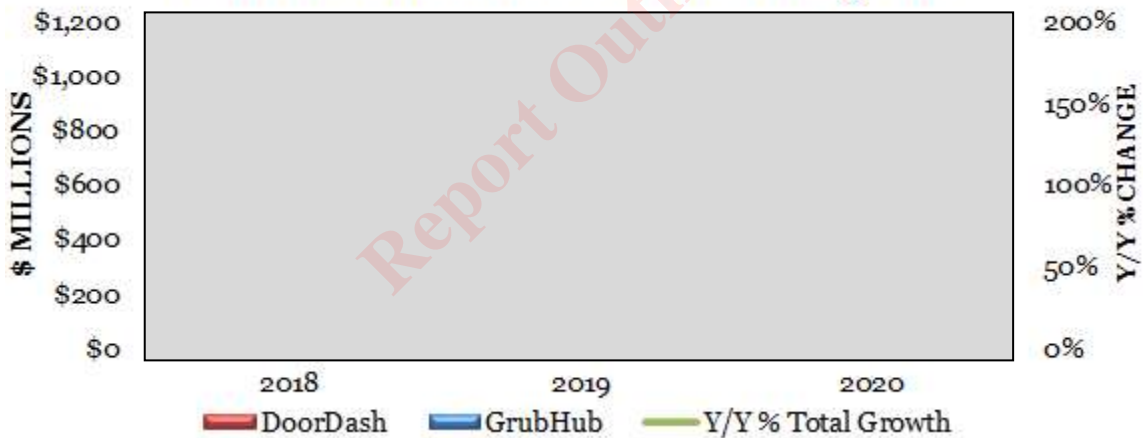
Changes to Marketing Allocations					
Chain	Effective Date	National	Local/ Co-op	Net Budget Impact	Incremental 2020 Franchisor Contributions

Report Outline

Incremental Franchisor Marketing Contributions



DoorDash & GrubHub Ad Spend



Creative Ad Agency Changes			
Chain	Date	New Agency	Old Agency

Digital Ad Spend Allocation

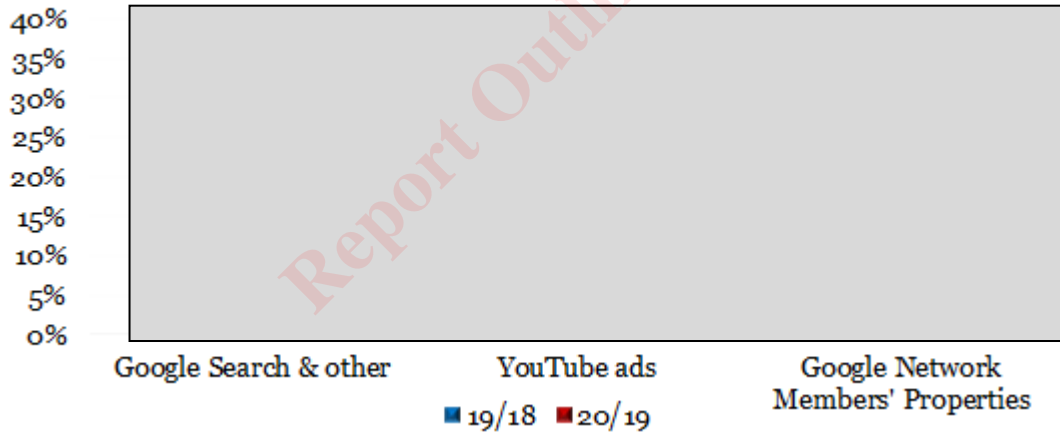


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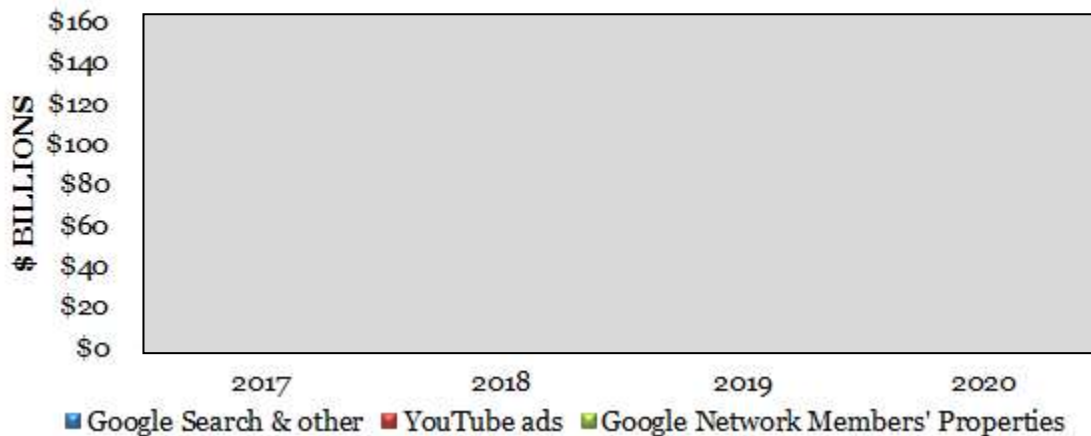
Google's 2020 Ad Revenue Composition



Google Ad Revenue Growth Rates



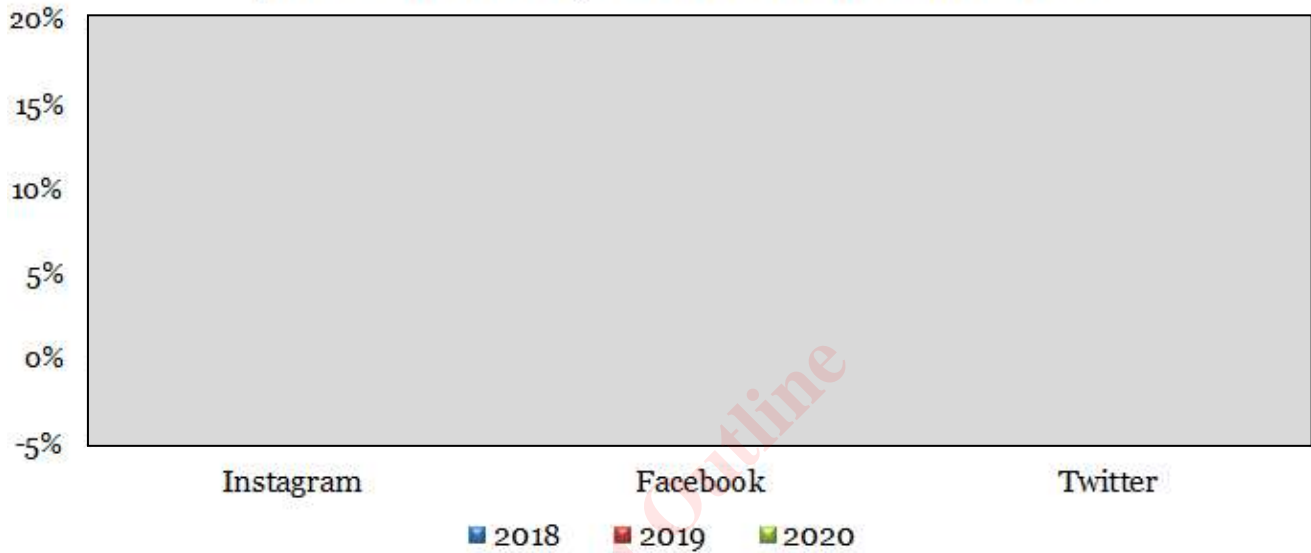
Google Ad Revenue Growth



Social Media Stats



\$1B+ Chains Y/Y Growth in Followers



\$1B+ Chains 2020 y/y Follower Growth

Segment	Instagram	Twitter	Facebook
Chicken			
Pizza			
Sandwich			
Coffee/Bakery			
Fast Casual			
Casual			
Family			
Sub-Sandwich			

\$1B+ Chains Social Media Followers
Ranked by Change in Facebook Followers (Dec. '20/Dec. '19)

Chain	Social Media Followers (Dec. '20)			Social Media Followers Y/Y % Change (Dec. '20/Dec. '19)		
	Twitter	Instagram	Facebook	Twitter	Instagram	Facebook
Burger King						
Carl's Jr.						
Hardee's						
Five Guys						
McDonald's						
Dairy Queen						
Whataburger						
Checkers/ Rally's						
Zaxby's						
Arby's						
Chick-fil-A						
Culver's						
Sonic Drive-In						
Taco Bell						
Wendy's						
Jack in the Box						
Sandwich						
Little Caesars						
Papa John's						
Domino's						
Pizza Hut						
Pizza						
KFC						
Popeyes						
Bojangles'						
Church's						
Chicken						
Firehouse Subs						
Jersey Mike's						
Subway						
Jimmy John's						
Sub-Sandwich						
Krispy Kreme						
Tim Horton's						
Dunkin Donuts						
Starbucks						
Coffee/Bakery						

\$1B+ Chains Social Media Followers
Ranked by Change in Facebook Followers (Dec. '20/Dec. '19)

Chain	Social Media Followers (Dec. '20)			Social Media Followers Y/Y % Change (Dec. '20/Dec. '19)		
	Twitter	Instagram	Facebook	Twitter	Instagram	Facebook
Texas Roadhouse						
BJ's Restaurants						
LongHorn						
Cheesecake Factory						
Applebee's						
T.G.I. Friday's						
Red Lobster						
Olive Garden						
Chili's Grill & Bar						
Buffalo Wild Wings						
Red Robin						
Outback						
Casual						
Panera Bread						
Moe's Southwest Grill						
Chipotle						
Corner Bakery Café						
Qdoba						
Fast Casual						
Golden Corral						
Perkins						
Cracker Barrel						
Bob Evans						
IHOP						
Denny's						
Family						
Total						

All Inclusive Subscription Package

Value-Added Data & Insight for \$1B+ Chains

Concept Benchmarking Reports

Applebee's	Arby's	Burger King	Carl's Jr.
Chili's	Church's	Denny's	Domino's
Hardee's	IHOP	Jack in the Box	KFC
McDonald's	Panera	Papa John's	Pizza Hut
Popeyes	Sonic	Subway	Taco Bell
TGI Friday's	Wendy's	Quarterly Concept Updates*	

Industry Benchmarking (50+ Chains)

Store Level	Systemwide	Finance
New Unit Investment	Quarterly Same Store Sales*	Unit
Remodeling	Annual RR Databook*	Valuations
Unit Economics	Unit & Sales Growth Analysis	Franchise
Marketing Spend	Menu & Promotions	Finance
	Commodities Database*	

* Only available as part of subscription.

FDD library for 40+ Chains

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