Golden Corral Launches New Innovative Ad Campaign

Campaign Marks Change in Messaging With Substantial Additional Spend on Digital

RALEIGH, N.C. (PRWEB) April 29, 2019 -- Golden Corral, the nation’s #1 buffet-grill chain, in partnership with The VIA Agency, announces the launch of a new and different integrated advertising campaign, “The Only One for Everyone.” The campaign launches across all of the brand’s national and local media platforms on April 29 in support of the restaurant’s new dinner promotion, Endless Ribs. With a new messaging strategy, the company will aggressively reallocate its ad investment to expand its digital reach; total ad spend including digital through the end of the year is estimated at $25 million.

Focus on People, Not Pot Roast

The new campaign marks a significant change in focus, reinforcing Golden Corral as the best choice for people with common bonds but different tastes. Spots will feature families, sports teams and colleagues, all with different backgrounds, tastes and dining preferences, celebrating food and fellowship in the one place where they can all find a meal they enjoy at a price they can afford. In each spot, the inner dialogue of a parent, a coach, a co-worker or a child will be featured so you can “hear” their thoughts. The focus is on humanity — the people — instead of the pot roast.

“We are taking a dramatically new approach. Our research indicated a unique aspect of dining at Golden Corral, that is brought to life in our new campaign with the tagline, The Only One for Everyone,” said Tim Schroder, SVP of marketing for Golden Corral Corporation. “When groups gather for a meal at our restaurants with enough choices on the menu to make everyone happy, magic moments at the table ensue.” Schroder, who joined Golden Corral six months ago, oversees marketing, food and beverage innovation, and procurement for the brand’s nearly 500 locations across the country.

“We set out to develop a creative platform that defines the Golden Corral experience while going beyond food-focused transactions to make people smile,” said Greg Smith, chief creative officer at The VIA Agency. “The TV spots, digital executions, and in-store merchandising work together to highlight Golden Corral as a place where cravings and community come together in perfect harmony.”

Golden Corral’s Endless Ribs commercial with the new “The Only One for Everyone” campaign and tagline can be seen HERE. This limited-time menu featuring Texas Blue Ribbon Smoked Baby Back Ribs, Brown Sugar Cured Spare Ribs, and Hickory Bourbon Grilled Ribs is available as part of the endless dinner buffet, Monday–Saturday after 4 p.m. and on Sunday after 11 a.m. These new rib items will also be available to order online through GC On The Go.

About Golden Corral:
Golden Corral, based in Raleigh, N.C., is the nation’s largest grill-buffet restaurant chain with 489 restaurants operating in 42 states as of January 1, 2019. Golden Corral is famous for its variety, including USDA steaks cooked to order, smoked meats, awesome pot roast, hot yeast rolls, and desserts like homemade carrot cake and the Chocolate Wonderfall®.

About The VIA Agency:
Look, here’s the deal: We all need a fresh perspective. It keeps us honest. It keeps us from getting stuck in our
ways. It finds opportunities. At VIA, we believe everything begins with a fresh perspective, and that has allowed us to remain one of the largest independent agencies left in the business. No one likes to geek out over data and wax poetic like we do, but it all starts with a fresh perspective — and that we have in spades. The VIA Agency is a full-service advertising and marketing agency located at the historic Baxter Library in Portland, Maine. Recognized in Top 10 Places to Work: Ad Age 2015 & 2016 The Agency 100: The Agency Post's list of the Fastest Growing Agencies iMedia 25: iMedia Connection's 25 Agencies to Watch.

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