



PRESS RELEASE

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Perkins® Drafts Bill Cowher for “Gridiron Greats” Promo
When promoting a tailgate-inspired menu, it’s best to go with a pro

MEMPHIS, TENNESSEE (September 6, 2016) – – [Perkins Restaurant & Bakery](#) today debuts three new television spots and four digital shorts starring former Super Bowl winning head coach Bill Cowher. The NFL Today co-host brings his unique style to a Perkins booth to promote the company’s special fall menu of tailgate-inspired recipes, aptly called “Gridiron Greats.”

“Bill Cowher is one of football’s greats,” said Wade Breaux, CMO at Perkins. “He brought his A-game to our campaign and was a real pleasure to work with. We think our guests will love these spots.”

Highlights from the campaign include a dubstep remix of Cowher eating Perkins Gridiron Ribs, ample use of his signature game-face scowl, a PSA for Perkins’ [Give Kids the World](#) charity and more.

“It doesn’t get much better than good food and football,” said Alex Plewinski, SVP, Group Brand Director at [The Buntin Group](#), the agency that created the campaign. “We think this is a great combination brought to life by Bill Cowher and we hope Perkins fans will agree.”

Three TV spots will air selectively throughout the United States and four digital shorts will debut via Perkins’ Facebook and Twitter accounts.

TV SPOTS

- Intensity - <https://vimeo.com/180376041>
- Dubstep Ribs - <https://vimeo.com/180376400>
- Pancake Love - <https://vimeo.com/180376045>

DIGITAL SHORTS

- Game Face - <https://vimeo.com/180376047>
- Halftime - <https://vimeo.com/180376046>
- Bill’s Booth - <https://vimeo.com/180376044>
- Give Kids The World - <https://vimeo.com/180376399>

About Perkins Restaurants & Bakery:

Founded in 1958, Perkins system consists of 398 restaurants in 33 states and Canada, which includes 134 company-owned and operated restaurants and 264 franchised units. Perkins also

operates the Gingerbread House Restaurant located at Give Kids The World Village, a 200-seat restaurant that provides meals, free of charge to Give Kids The World children and their families every day. More information about Perkins can be found on www.perkinsrestaurants.com.

About The Buntin Group:

With operations in Nashville, Minneapolis, Indianapolis and Detroit, The Buntin Group is Tennessee's largest strategic brand communications firm and an ADWEEK recognized "Top US Shop". The agency specializes in building brand and business momentum for regional, national and international client organizations across broad industries. In addition to its work with corporate clients, the agency operates a cause branding division called AdHope that assists organizations in maximizing their social value through "great work that does good in our world". To learn more, visit buntinggroup.com, facebook.com/buntinggroup or [@TheBuntinGroup](https://twitter.com/TheBuntinGroup).

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