

Buffalo Wild Wings®

PROSTART INNOVATION CHALLENGE - TOOLKIT

Social Media Inspiration · Team Building Activities · Proposal Templates

This worksheet will guide your team through the Buffalo Wild Wings (BWW) Innovation Challenge. Use this to brainstorm, plan, and document your product concept, pricing, and marketing strategy.

Team Building Activities

Goal: Build collaboration and creativity before developing the product concept.

Activity	Description	Materials Needed	Time
Flavor Brainstorm Jam	Teams each draw two random “flavor cards” (one appetizer slider and one sauce option) and have 10 minutes to create a new BWW-style slider or sauce combo.	Flavor Cards and Whiteboard	15 mins
BWW Pitch Swap	Each person pitches a 30-second idea; then another team member must “rebrand” or “remix” it on the spot. Encourage adaptability and collaboration.	Timer	10 mins
#SoBWW Challenge	Teams create a mock TikTok ad (30 seconds) to “sell” a mystery item (like sweet chili lime sauce or Hawaiian slider). Focus: energy, fun, and creativity.	Sample price list	10 mins



Social Media Design

Goal: Create a Canva post for your BWW Concept

Purpose: To design a social-media-ready post that captures the bold, social, and sports-focused vibe of BWW. This assignment helps you practice using visual marketing to promote your product idea.

Task: Use Canva (or Google Slides if preferred) to create one Instagram-style post that includes:

- Sauce or Slider Photo — use a real image or placeholder photo that fits your concept
- Catchy Name — bold, easy to read, and memorable
- Tagline — short and clever; should make people want to try it
- Hashtags — 3–5 relevant tags (e.g., #SoBWW #MadeInProStart #SportsSeason #FoodieFinds)

Requirements

- Common size 1080x1350 px for vertical posts
- Use bright BWW style colors (maroon, orange, sports themes)
- Include your team name in small text at the bottom
- Keep text minimal and layout clean — make it “scroll-stopping!”

Total Time: 20 minutes total

- 10 min: Design
- 5 min: Add text elements
- 5 min: Quick share & class feedback

Final Project: Turn your post into a short TikTok or Instagram reel introducing your slider or sauce — voiceover, animation, or transition welcome!

INSPIRE! BWW – From Idea to Pitch Challenge

Goal: To standardize each team’s final deliverable and ensure all judged categories—**strategy, creativity, feasibility, pricing, marketing, and presentation clarity**—are clearly demonstrated. This proposal helps your team think like a **real BWW product development and marketing group**, showcasing how your concept connects guest insight, flavor innovation, and smart business decisions.

TEAM INFORMATION

Team Name: _____

Item Name: _____

Type: _____ Appetizer Slider _____ Signature Sauce



PART 1: Know the Brand & Guest

Who is the product designed for?

- Describe your **target guest** (e.g., Gen Z trend-seekers, loyal sports fans, avid snackers).
- What emotions or needs does this slider or sauce connect to (comfort, energy, social trend, creativity)?
- How does your concept fit BWW's **bold, social, and sports-focused** personality?

PART 2: Identify the Need

Why does BWW need this product right now?

- What **gap or opportunity** does it fill in the menu (seasonal hype, new flavor category, healthier option, etc.)?
- Does it **attract new guests** or give regulars something fresh to try?
- Will it encourage guests to still order a full price entrée?
- How does this product support BWW's **business goals** (increased visits, new demographics, social buzz)?

PART 3: Create the Product

How does your idea come to life?

- **Ingredients:** List each item and note whether BWW already carries it or if it's new.
- **Flavor Profile:** Describe taste, texture, and balance (sweet, bold, spicy, creamy, etc.).
- **Preparation Method:** Briefly explain how it would be made in a BWW restaurant (use existing equipment and processes).
- **Visual Appeal:** Describe wing vs. boneless wings, garnish, plate design, or toppings that make it "Instagram-worthy."
- **Guest Experience:** How should the guest feel when they see or eat this slider or sauce?

PART 4: Price the Product

Show that your idea is both delicious and profitable.

- **Ingredient Cost Estimate:** (use grocery store prices, then reduce by 30% for wholesale)
- **Target Food Cost %:** Aim for 15–35%
- **Menu Price:** _____
- **Value Justification:** Why would this price feel fair and appealing to your target guest?
- **Profit Rationale:** How does it compare to competitor pricing or similar BWW appetizers?



PART 5: Market & Promote

How will you get guests to crave it?

- **Tagline/Slogan:** Short, catchy, and “Flavor Forward.”
- **Marketing Channels:** TikTok? Instagram? In-store signage? Loyalty app?
- **Social Post Example:** Write a one-sentence caption for a promotional post.
- **Hashtags:** Choose 3–5 relevant ones (#SoBWW #MadeInProStart #SportsSeason #FoodieFinds).
- **Launch Strategy:** How would you roll this out—seasonal campaign, limited-time drop, influencer partnership, or flavor challenge?

PART 6: Evaluate Your Idea

Step back and assess your concept like a real corporate team.

- Why does this belong on the BWW menu right now?
- Who will love it—and why?
- What makes it stand out from existing products?
- How could this item grow BWW sales or guest loyalty?
- Would *you* personally order it?



PART 7: The Visual

Include the following:

- A **photo or Canva mock-up** of the appetizer slider or sauce (real or digital)
- A **mini-menu panel** with description and price
- Optional **marketing post layout** (from the Social Media assignment)

RUBRIC for the BWW Challenge

Category	Points	Description
Strategic Fit		
Product Creativity		
Feasibility		
Pricing		
Marketing		
Presentation		

BWW Challenge Rubric					
Category	Points	Exemplary (Full Points)	Proficient (Mid-High)	Developing (Mid-Low)	Needs Improvement (Low)
Strategic Fit	20	18–20 pts – Concept fully aligns with BWWs bold, social, sports focused brand. Clearly identifies target guest and business purpose (new audience, repeat visits, or seasonal buzz).	14–17 pts – Strong brand alignment; guest target identified but limited business rationale.	10–13 pts – Partial fit to brand; unclear target audience or purpose.	0–9 pts – Weak or missing brand connection; unclear guest or business focus.
Product Creativity	20	18–20 pts – Slider or sauce is trend-forward, craveable, visually appealing, and unique to the BWW lineup.	14–17 pts – Good creativity and flavor idea; moderate originality or visual appeal.	10–13 pts – Familiar or predictable idea; minimal trend awareness or excitement.	0–9 pts – Unoriginal or confusing concept; lacks visual or flavor appeal.
Feasibility	15	14–15 pts – Realistic prep using current BWW ingredients/equipment; simple, consistent, fast to execute.	11–13 pts – Mostly realistic; may need 1–2 new items or small adjustments.	8–10 pts – Requires multiple new ingredients or unrealistic prep time.	0–7 pts – Not feasible for restaurant operations; too complex or impractical.
Pricing & Profitability	15	14–15 pts – Accurate cost estimate; fits 15–35% target food cost; logical, competitive price for audience.	11–13 pts – Price and cost mostly realistic; minor inconsistencies.	8–10 pts – Basic cost reasoning but lacks clear calculations or comparisons.	0–7 pts – Missing or unrealistic pricing and cost analysis.
Marketing & Promotion	15	14–15 pts – Clear, creative campaign with strong tagline, hashtags, and social strategy; appeals to younger audience.	11–13 pts – Solid promotion concept; some creativity and audience awareness.	8–10 pts – Generic or incomplete marketing ideas; lacks strong visual/ social plan.	0–7 pts – Little or no marketing plan; unclear or off-brand approach.
Presentation & Clarity	15	14–15 pts – Confident, organized, visually polished presentation; team communicates roles effectively.	11–13 pts – Mostly clear and organized; some uneven delivery or visuals.	8–10 pts – Some confusion or weak organization; limited visuals or energy.	0–7 pts – Disorganized or unclear presentation; missing key details.

