



MUSIC

# Bone Thugs-N-Harmony Goes Boneless for Buffalo Wild Wings

Martin Agency gets rappers to change their name



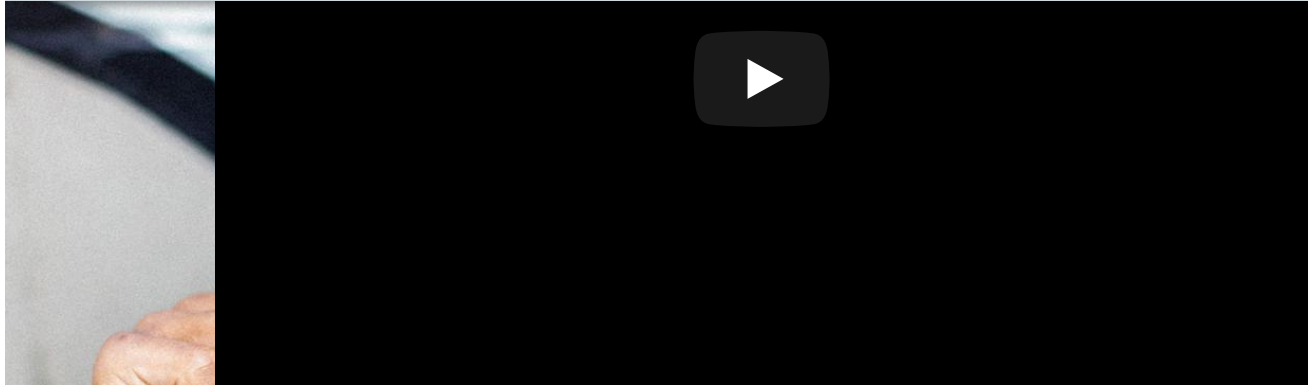
By [David Gianatasio](#) on Feb 19 2020 - 6:55am



Remember when recording artists refused to sell out? We don't either.

Cue rappers Bone Thugs-N-Harmony—or rather, *Boneless* Thugs-N-Harmony, as they're now known, thanks to a promotion cooked up by The Martin Agency for Buffalo Wild Wings.

The group updated their social handles to reflect the new moniker, with limited-edition brand/band gear available at [Bonelessthugs.com](http://Bonelessthugs.com).



Remember when the Beatles changed their name to the VW Beetles? Of course not. (Though Paul McCartney's Boneless Wings period was awesome.)

The wings-related name change began when the creative team tasted some boneless product and began joking, "They're so good, Bone Thugs-N-Harmony is going to have an identity crisis." Martin agency group planning director Mike Kelly tells Muse, "Obviously, it stuck. It became so much more. [Art director] Allison Apperson and [senior copywriter] Jacob Pankey were the jokesters who brought the idea into being."

Great, now we know who to thank. Or blame. It's a thin, barbecue sauce-splattered line.

The move recalls the IHOP/IHOB publicity-seeking switcheroo from a couple years back—but not so much. Remember when Eminem started calling himself Tootsie Roll (M&M would've been too easy), and Beyoncé renamed herself Facebook? Those were good times.

This Boneless bid is backed by "a very small social buy," says Martin associate creative director Andrew Bailey. "Word of mouth is our focus, because the news has wide appeal, just like the group does—from old-school hip-hop fans, today's youth, and, of course, lovers of boneless wings."

Hey, who wants Drake's Cakes for dessert?



**CREDITS**

Client: Buffalo Wild Wings

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VP, Marketing and Advertising: Jeff Baker

Director, Marketing: Ryan Stein

Director, Brand Communications: Alison Glenn

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Group Creative Director: Jerry Hoak

Creative Director: Mik Manulik

Associate Creative Director: Andrew Bailey





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Chief Executive Officer: Kristen Cavallo  
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Strategic Director: Taylor Wiegert  
Strategic Planner: Stuart Good  
Public Relations  
Neil DeVries, Vice President

Nick Eickemeyer, Senior Account Supervisor  
Christian Blatner, Account Executive

Production

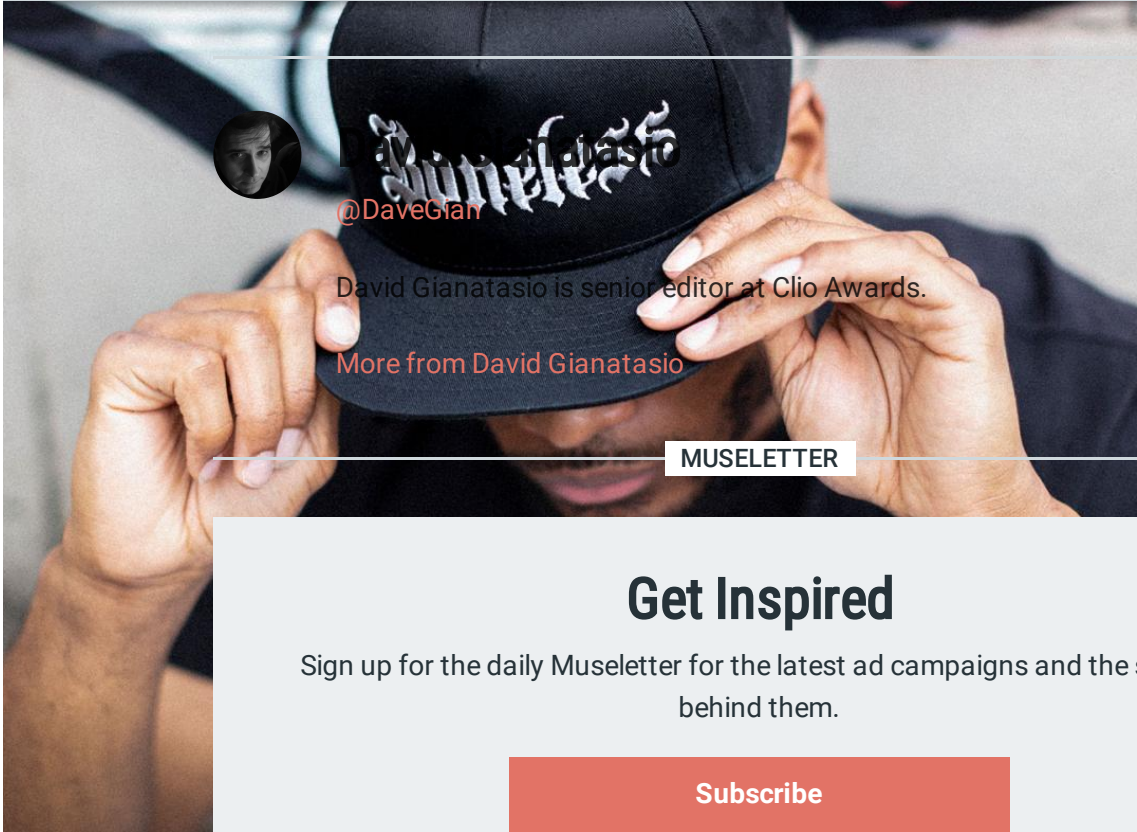
Production Company: Company Films  
Directors: Fred Goss  
Director of Photography: Leif Johnson  
Executive Producer: Richard Goldstein  
Head of Production: Christien Tuttle  
Producer: Rebecca Brown

Editorial

Editorial Company: SuperJoy  
Editor: Erich Wiemer  
Editorial Producer: Jack Johnson

Custom Music

Company: Stimulator Jones



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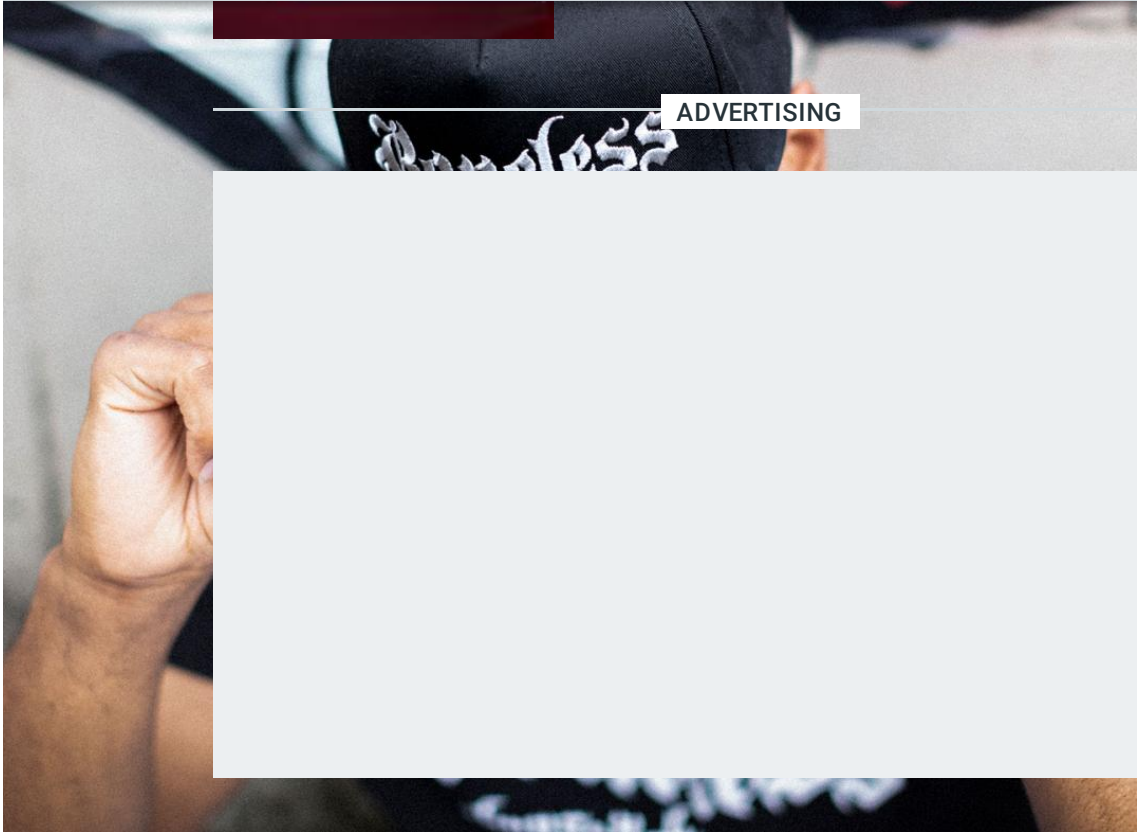
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