

## Legal Sea Foods

### Problem

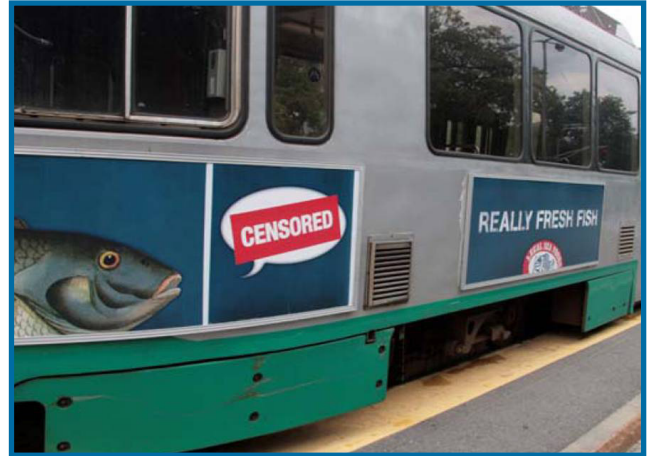
How does an established area restaurant reach out to young professionals?

### Solution

Use transit formats and clever creative to generate buzz.

### Background

Legal Sea Foods Restaurant was a mature business in the Boston market, facing a strong competitive set and soft economy. Its latest campaign needed to result in an increase in sales with a limited budget.



### Objective

- Increase top of mind awareness of Legal Sea Foods among young urban professionals
- Create buzz and excitement about Legal Sea Foods

### Strategy

- Implement a multi-media effort to create a surround sound campaign that reaches young urban professionals
- Utilize media vehicles that will immediately increase reach whileworking with the creative “Really Fresh Fish”
- Focus media within Boston to maximize awareness and impact

### Plan Details

The campaign launched with cinema, allowing Legal Sea Foods to reach an engaged audience. The agency cherry picked theaters and movie ratings to drill down on the target consumer. Taxi tops, trolleys and trolley Platforms were implemented to reach young urban professionals commuting to and from work.

The campaign received hundreds of millions impressions in PR and generated such a positive reaction from consumers that the company extended the campaign and included radio spots, providing further reach on station formats that resonated with the target consumer.

Efforts were focused in Boston since it is Legal Sea Foods' home market and primary media support market. The campaign launched in January 2007 and was still running as of mid-2008. The creative was changed out on a regular basis to avoid wearout while maintaining the same campaign message “Really Fresh Fish” with animated fish making ‘fresh’ statements.

### Results

Initial research showed Legal Sea Foods had significant increases in aided and unaided awareness.



The campaign creative, intended to stimulate buzz, created some controversy with the Boston Transit Authority's Carmen's Union due to the suggestive nature of the copy, resulting in an unbelievable amount of comment and review in print, radio and television. Further, the response resulted in a spirited local discourse on First Amendment rights and a playful creative follow-up in both OOH and radio advertising.

The campaign has been featured in the following media outlets (to name a few): Wall Street Journal.com, Fortune.com, Forbes.com, Boston Herald, Boston Globe, Ad Age, Adweek, Fox News, and NPR.