

HAMILTON COUNTY VISITORS ASSOCIATION

Problem

How do you make consumers aware of an ongoing weekly deal sprawling multiple restaurants in a specific market?

Solution

By using digital out of home (DOOH) throughout the market, promoting deal reminders the day before and the day of.

Background

A true Hoosier loves a good tenderloin. It is for this reason that Hamilton County, IN, has several restaurants that form the "Tenderloin Trail." All year around one can dine in any of these restaurants and enjoy a tasty tenderloin sandwich. Tenderloin Tuesdays is special because the restaurants offer special deals.



Objective

Hamilton County wanted to promote Tenderloin Tuesdays along the town's "Tenderloin Trail," as well as its website. Customers were offered discount deals on tenderloin meals at local area restaurants every Tuesday. The target demographic was adults 25+ who enjoy eating at sit-down restaurants (aka "foodie's").

Strategy

Due to the wide range of demographics, budget requirements, and the need for a "coolness factor," the use of DOOH was recommended on Mondays and Tuesdays through the campaign dates. Monday would promote a message for Tuesday, and Tuesday promoted that it was currently Tenderloin Tuesday. By utilizing the digital bulletins only two days out of the week, the campaign created a sense of urgency and helped the client stay within its budget. The media company used high-profile DOOH locations and provided OOH Ratings to show the client it would receive the maximum reach, frequency, and impressions - more than any other media could provide with its limited budget.



Plan Details

Market: Indianapolis

Flight Dates/OOH Formats:

- DOOH
- Flight: June 29– July 28, 2015

Budget: \$10,000 and over

Results

Hamilton County hadn't advertised in years and after seeing the media company's compelling research chose to use DOOH to promote the Tenderloin Tuesday campaign. More than 2,383 tenderloins were sold in only four weeks. This was a 13 percent sales increase year-to-year.

Dooley O'Toole's restaurant, located in Carmel, IN, sold the most tenderloins, with close to 800 at their location alone. In response, the client commented, "This was the best Tenderloin Tuesday to date!"