

Mr. Charlies Chicken Fingers

Background

Mr. Charlie's Chicken Fingers is a Utah-based southern comfort restaurant chain that had recently opened two new stores.

Objective

Increase In-Store, Promotional or Special Event Sales:

The restaurant chain wanted to supercharge their sales for their two newer stores in late 2021.

Strategy

The strategy used giant vibrant billboards at each freeway exit next to the restaurants in both directions to bring awareness and encourage passersby to drop in.

Plan Details

Market: Salt Lake City, UT

Flight Dates: Q4 2021

OOH Formats: Digital Roadside Bulletins

Target Audience: Adults 18-50

Target Audience Reach: 500,000

Budget: Under \$10,000

Results

Total revenue at the Draper location jumped 11% in the second month of advertising, and the Murray location's revenue grew almost 13% during the same span. It added up to \$20,000 of new monthly revenue generated from a less than \$100 average daily media spend. Plus, the campaign drove 22% more website traffic almost immediately, and phone calls increased 57%.

