



Attribution Case Study

OOH Generates New Visits to Schlotzsky's

Campaign Objective

Generate awareness and consideration of Schlotzsky's restaurants. Drive incremental foot traffic and remain top of mind during peak meal times in the Dallas market.

Solution

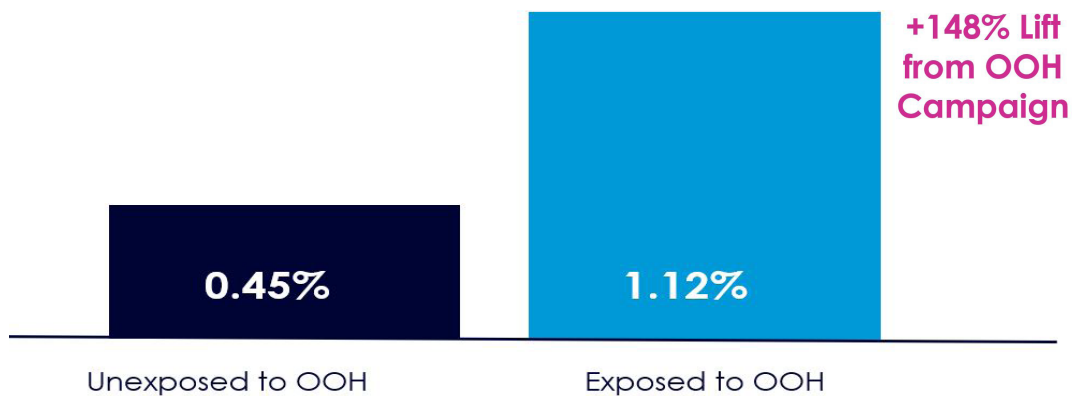
Activate strategically selected printed & digital bulletins and posters in high traffic areas for maximum reach and frequency throughout Dallas. Engage consumers with humorous contextually relevant creative to stand out in a competitive marketplace.

Campaign Details

Timeframe: 7/10/2017 - 10/1/2017, 12 Weeks
Market: Dallas
Format: 21 Printed Bulletins, 10 Posters, 6 Digital Bulletins
18+ Impression Delivery: 114 Million impressions
Weekly GRPs: 166 Weekly GRPs



Visitation Rates to Schlotzsky's



Insights

Those exposed 15+ times to the OOH campaign had a visitation rate of 200% higher than the average
35% of those exposed to the OOH campaign visited Schlotzsky's within one day of their last exposure