

Taquerias Arandas

Background

Taquerias Arandas is a chain of family-focused Mexican restaurants in Greater Houston, Texas. Founded in 1981, Taquerias Arandas is mostly known within the Spanish-speaking, blue collar community. While they've found success with that audience, they were looking for an opportunity to improve their awareness relative to the general market. And because they don't have a significant share of the English-speaking market, they don't enjoy the same level of awareness as their competitors.

Taquerias Arandas wanted to flip that script. They realized that in order to grow the business, they had to find a way to increase their English-speaking customers base, while continuing to attract and serve their core Spanish-speaking community.

Objective

The client's objective was to increase brand awareness in the English-speaking community and drive that traffic to their restaurant locations. Specifically, Taquerias Arandas wanted to reach 25-54 millennial English-speaking female decision makers and 18-49 second generation millennial Latinos. In addition, it was vital that the message and tone of the ads resonate with the desired target audiences but also be inclusive of the core Spanish-speaking, blue collar customer that helped them build their business.

Strategy

Taquerias Arandas' objective was achieved through a strategic mix of posters using mobile ads to retarget consumers exposed to the OOH campaign, geofencing restaurant competitors as well as geofencing their owned and operated locations. The beauty and effectiveness of a retargeting campaign is how it's designed to work in concert with the OOH campaign, serving up a similar message with additional details, after the consumer has been exposed to the OOH version of the ad. The digital ads continue the conversation, increase engagement and influence consumer behavior after they see the OOH ads - a solution tailor-made for Taquerias Arandas to reach, attract and convert their target audience.

While the ultimate goal was an outreach to an English-speaking target, to preserve and strengthen the relationship with the core Spanish-speaking audience, the campaign creative was developed in both languages. The power of innovation made it possible to only serve the Spanish creative to mobile devices with the Spanish language option turned on. Another interesting feature of the campaign was how the client leveraged a "Tap-to-Map" feature in the first week to promote a truck giveaway. The "Tap-to-Map" feature directed consumers to the nearest Taquerias Arandas when they clicked the location within their native maps' application. This was an important addition because the only way to register to win was to sign up at a store location.

Plan Details

Market: Houston, TX

OOH Flight Dates: September 2020 - June 2021

Mobile Retargeting Flight Dates: November 30, 2020 - February 21, 2021

OOH Formats: Posters, Mobile Ads

Target Audience: Adults 25-54 English-Speaking Female Decision Markers, Adults 18-49 Second Generation Latinos

OOH Impressions: 4.6MM



Mobile Impressions: 2MM

Total Impressions: 2,007,624

Budget: \$10,000 and over

Results

The campaign increased click through rate to 0.77 percent, which is 5.9 times higher than the 0.13 percent industry benchmark.

Engagement was at a steady incline through end of December, then peaked for 5 weeks in January generating 1 percent click through rate as an average. The campaign delivered a total of 15,396 total clicks.

Taquerias Arandas exceeded sales from 2020 and is on track to exceed 2019 sales in 2021. English ads had higher engagement when compared to Spanish ads.