



OOH Case Study

Shepard's Ocean Flame

Problem

How can Shepard's Ocean Flame expand their geographic draw to increase business?

Solution

By placing bold out of home creative in key geographic locations.

Background

Shepard's Ocean Flame Restaurant is located on award winning Clearwater Beach. Even with several dining options along the Pinellas County coastline, Shepard's has historically attracted a large beach crowd. The restaurant wanted to expand the geographic boundaries of the target audience beyond Clearwater Beach.

Objective

The objective was to increase brand awareness of Shepard's Ocean Flame to feeder markets outside of Clearwater Beach in Pinellas and Hillsborough counties.

Strategy

The strategy was to use both digital bulletins and traditional bulletins to display a bold, dynamic, and colorful message that would be delivered to the target audience in a 'bigger than life' fashion. High impact graphics displayed on flexible out of home media platforms, at an effective CPM would promote Shepard's Ocean Flame to areas that were not aware of the choice restaurant.

Plan Details

Markets: Tampa

Flight Dates: March 11, 2019 - August 25, 2019

OOH Formats Used: Digital Bulletins, Static Bulletins

Target Audience: Adults 21+

Audience TRP: 119.2 TRPs

Audience Reach: 20.98%

Audience Freq: 5.7x Frequency

Total Impressions: 3,092,939 million

CPP: \$5.88,

CPM: \$6.27

Results

Through measurement of overall sales volume, the out of home campaign met the objectives set forth and the client plans to continue their campaign into the Fall quarter. As soon as the campaign went up the client noticed a difference in restaurant attendance and they were pulling an audience from new areas. June dinners were up by almost 1,000 from the previous year and July dinners were up nearly 700 from July 2018.



Testimonials

The client said, "I would recommend OOH media due to the flexibility, and cost-per-person effectiveness. What I like best about purchasing out of home media is the high impact that it provides. We were able to create bold, dynamic and colorful messages that are delivered to the target audience in a 'bigger than life' fashion."

