

## Dukes Riverside Bar & Grille Inc.

### Problem

How does a local bar and grill stand out from national and local competitors?

### Solution

Employ a year long out of home (OOH) campaign to keep a local restaurant relevant.

### Background

Dukes Riverside Bar & Grille had a small media budget. In the past they spread themselves across various media platforms with no consistency. In a very competitive restaurant industry, Dukes Riverside Bar & Grille needed to stand out and differentiate itself from national and local competitors.

### Objective

The primary objective of the OOH campaign was to promote each of the five locations and their unique features and amenities. In addition, they hoped to increase customer awareness of menu offerings.

### Strategy

Digital billboards gave them the ability to change copy at any time and allowed for flexibility of message delivery. A variety of messages were used, and each restaurant was promoted separately, allowing them to share the cost across restaurants.

Messaging reflecting the seasonality of the business, and meetings were held monthly between the media company and the client to develop strategies on upcoming events.

### Plan Details

Market: Harrisburg, Pennsylvania

A map of Dukes Bar & Grille locations along with digital billboard coverage was used to demonstrate how the restaurant could reach densely populated target areas with the use of an extensive digital poster network. They would deploy four digital posters per each four-week period over a one year period. Every four-weeks, a new set of digital poster panels were reserved, so that over the course of the entire campaign, a large geographical area was captured with high frequency delivery.

### Results

This client continues to renew, despite having a tight media budget, indicating OOH campaigns are beneficial to their business.

