

QSR / Coffee Shop

Bus Campaign

Foot Traffic

Case Study

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A national coffee shop / QSR chain ran a bus media campaign in New Jersey with a focus on the northern half of the state, driving foot traffic to NYC-area brick-and-mortar locations

Campaign Objectives

Goal Drive foot traffic

KPIs Lift in foot traffic



* Brand imagery is concept artwork similar to actual campaign



New Jersey Transit provides dense coverage throughout the northern New Jersey area, saturating the NYC DMA with bus media

By comparing exposed audiences to control groups, we measured a sharp rise in visitation to store locations, including site-level breakouts.



Source: StreetMetrics, 2022
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