

QSR / Coffee Shop

Foot Traffic Case Study

Case Study

QSR / Coffee Shop

A national coffee shop / QSR chain ran a LinkNYC & Philadelphia street media campaign designed to drive foot traffic to brick-and-mortar locations

Campaign Objectives

Goal	Drive foot traffic to retail destinations
KPIs	Lift in store visitation





Digital street media units were selected across New York City and Philadelphia, including LinkNYC

Foot traffic to store locations rose within days of campaign exposure, driving a strong lift in footfall attributable to the brand's street media campaign



