

Beef Jerky Outlet

Problem

How can Beef Jerky Outlet take advantage of the influx of shoppers during Black Friday and Christmas season?

Solution

By advertising on nearby interstates the variety of jerky products.

Background

Beef Jerky Outlet opened a store inside the Tanger Outlet Mall in Washington, PA. They sell a variety of traditional and exotic products. The location presented a challenge because it is not visible tucked away toward the back of the mall. Beef Jerky Outlet needed to reach a broader audience likely to be near the store and knew that social media alone would not be enough.

Objective

Beef Jerky Outlet wanted to utilize the busy Black Friday and Christmas season to raise foot traffic and sales in the store. These sales would make or break the franchise.

Strategy

Beef Jerky Outlet used digital bulletins to engage a large audience of potential new customers on nearby interstates by creatively showcasing his wide variety of jerky products, as well as advertising his gift boxes as a unique gift idea.

Plan Details

Markets: Washington, PA

Flight Dates: November 12, 2018 - December 24, 2018

OOH Formats: Bulletins

Budget: under \$10,000

Target Audience: Men 18-34

Results

The client was very satisfied with the results of the out of home campaign. The franchise was the top-performing Beef Jerky Outlet store in total sales for Q4. The store was even awarded the “Store of the Month” honors for November 2018. The store was packed on Black Friday and had a steady flow of new customers throughout the holiday season. The owner said “our sales beat even our expectations.”

