

Buffalo Local Restaurant Week

Problem

How does a local restaurant program reach a larger audience?

Solution

By getting the participating restaurants to take part and help fund an OOH campaign.

Background

In Buffalo, the Local Restaurant Week devoted little to their advertising budget, promoting the program only twice a year. They needed to find an inexpensive way to gain more awareness in the market in order to increase the success of Local Restaurant Week.

Objective

Create “buzz” and awareness for the Local Restaurant Week while getting non-traditional advertisers to support the program, all without a large increase in the advertising budget.

Strategy

Local Restaurant Week planned to sell sponsorships to local restaurants participating in the program, creating buzz for both the restaurant and Local Restaurant Week. In return for their sponsorship, each restaurant would get a third of billboard space to advertise their service. In addition to this sponsorship, restaurant goers were encouraged to upload selfies enjoying their favorite meals or drinks. Those selfies would then be displayed on digital billboards with their first name and location where the picture was taken.

Plan Details

Market: Buffalo, New York

Flight Dates: October 16-23, 2017

OOH Formats Used: Five digital billboards and six digital posters

Results

Due to the success of the campaign and the large number of selfies uploaded, Local Restaurant Week committed to an additional campaign for the following Spring.

