

City Barbeque

Problem

How does a local restaurant promote their catering arm?

Solution

By using high trafficked holiday retail areas to promote catering.

Background

City Barbecue ran a single bulletin, 8-week campaign in 2016 and saw enough traction from that to spark their interest in billboards. Their goal for 2017 was to increase awareness of their catering services, and to ramp up the catering side of the business before the end of the year.

Objective

Awareness was City Barbecue's main goal. To have two types of coverage.

- 1) Major highway/interstate presence.
- 2) Placement in closer proximity to their central and south side Indianapolis restaurants.

Strategy

We split their distribution between digital bulletins and poster billboards. To schedule the digital bulletins on weeks leading up to and following Thanksgiving and Christmas, allowing them to take advantage of the high holiday and retail traffic. The poster billboards were positioned closer to their three central and south side restaurants. Spreading 10 posters between (three flights, four weeks each) to get them as much coverage as possible. Used the Geopath out of home ratings to decide on a final poster billboard location list, ranking the locations against each other. With two designs: "Party Packs" and "1,000 + Weddings".

Plan Details

Market: Indianapolis, Indiana

Digital Bulletins: Three digital locations, 74 days total between the three faces distributed from 11/9/17 - 12/30/17.

Poster Billboards: Three poster flights. 10/9/17 - 11/5/17 (three posters), 11/6/17 - 12/3/17 (three posters), 12/11/17-1/7/18 (four posters).

Results

As of February 2018, this campaign received over 10 million impressions. In the fourth quarter, City Barbecue Indianapolis was up 11.8% as a whole, and catering was up 32.6%. They recently contracted another three flight poster billboard campaign for the second quarter 2018 for \$10,000. We are discussing potential for additional posting later in 2018.

