

Corner Bakery Cafe

Problem

How does a new cafe franchise enter a saturated market?

Solution

By creating a highly localized year long campaign to direct people to the new cafe.

Background

Corner Bakery Cafe entered the growing Seattle market. They needed to communicate that they were open, in order to encourage new customers to try them over their main competitor, a veteran business with a growing out of home (OOH) budget.

Objective

To target potential customers and encourage them to try the eatery, thus increasing traffic to the cafe.

Strategy

Corner Bakery Cafe chose to target their location using a rotary poster campaign in a three mile radius of the restaurant.

Plan Details

Market: Seattle, Washington
Poster campaign through 2017.

Results

Client sales exceeded the company's expectations by 15 percent. They have since opened two more locations, and are continuing to expand in the market. They were so happy with the results, they chose to continue their rotary poster campaign.

