

## El Toro Taqueria

### Background

El Toro was new to an area in town that was undergoing a tremendous amount of growth. There were several competitors already established in the same footprint, so El Toro needed to show why they were different. Their location was in a shopping area not visible to the main road.

### Objective

The clientele that El Toro was looking for included all demographics. The key to their campaign was location and ability to catch people at the right time with the right message. They needed to convince locals to change their routines to try a new Mexican restaurant.

### Strategy

Showcase the freshness and uniqueness of El Toro's menu as well as their specialty drink options. Digital billboards were the focus so that the message could be tailored to promote specials through the week and showcase meals and drinks relevant to the time of day. A digital billboard was chosen that could be used as a directional and is located at the highest volume grocery store in the area.

### Plan Details

Market: Waynesboro, GA

Flight Dates: October 2020

OOH Format: Billboard (1 digital poster)

Budget: Under \$10,000

### Results

This particular client had so many factors working against him: six Mexican restaurants within two miles, opening during a pandemic, no liquor license at initial opening, etc. The first day that he was running on the digital billboard, he had five people come in and tell him it was because they saw the billboard that they came. He marked a noted increase in social media activity as well as customers coming in and talking about the billboard.

