

Frisco Fresh Market

Problem

How can Frisco Fresh Market (FFM) create brand awareness to drive traffic to their newly opened store?

Solution

By utilizing tease and reveal bulletins to spark curiosity.

Background

Frisco Fresh Market is a local “Farmers Market Experience” located in the heart of family-friendly Frisco, Texas. They are a unique concept and fresh on the scene in one of Dallas’ hottest suburbs. They planned an out of home campaign because they needed to create brand awareness while utilizing a small budget to maximize their exposure.

Objective

The Frisco Fresh Market main objectives were to create brand awareness (let the population know what the concept was), that they were opening for business (launch events), and also to drive traffic to the Frisco Fresh Market. Their target demographic was families and young professionals who enjoy the “live, work, and play” atmosphere.

Strategy

The plan created included a “Tease & Reveal” billboard campaign to pique the interest and curiosity of the local market, supported by a press release for the opening events to get broad market exposure. This was followed by a multiple static billboard campaign and supporting mobile campaign.

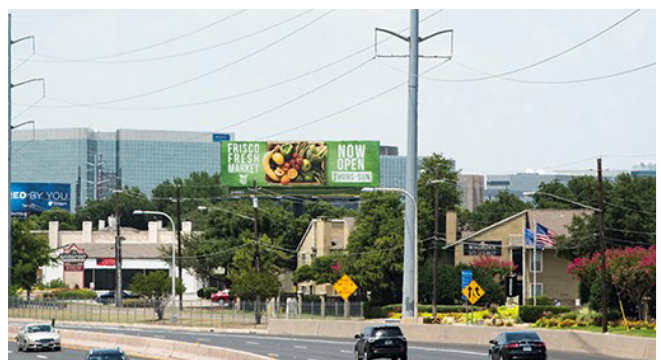
Plan Details

Markets: Dallas

Flight Dates: Initial billboard campaign June 11, 2018 - July 29, 2018, Follow-up campaign October 22, 2018 - December 16, 2018, Mobile campaign October 22, 2018 - December 30, 2018

OOH Formats: Bulletins

Budget: \$10,000 and over



Results

The tease & reveal billboard delivered just under 3 million impressions during its six week tenure. The press release to support that board was picked up by 234 publications, garnering a potential audience of 85,822,188. The follow up five billboard campaign delivered 8,305,220 in combined impressions. The mobile portion achieved a 344% lift above the benchmark for secondary action rate with 101 secondary actions on their dynamic landing page.

Additional Information

Client Testimonial: My team decided to add a billboard campaign to our overall advertising strategy nearly a year ago, so we could promote our upcoming grand opening to a wider audience.

