

## Schlotzsky's

### Problem

How do you expand a client's perception of OOH?

### Solution

Creating an OOH campaign that proves the value of OOH.

### Background

In the Spring of 2017, the Schlotzsky's marketing leads were reevaluating their OOH spend due to a lack of proof ensuring their campaigns were driving footfall. The enhanced metric we could offer was eye-opening for the agency. As a result, the agency was able to persuade the client to move forward with an OOH campaign that would utilize CCO RADAR to evaluate whether OOH was effective at meeting Schlotzsky's goals. This case study illustrates how Schlotzsky's expanded its initial perception of how OOH can be purchased.

### Objective

The client was focused on three key objectives, similar to past campaign objectives:

- Generate awareness and consideration of Schlotzsky's restaurants.
- Drive incremental foot traffic and remain top of mind during peak meal times in the Dallas market.
- Persuade consumers to select Schlotzsky's over other competitive chains in the Dallas market.

### Strategy

Deployed a branding campaign featuring a combination of posters, digital and non-digital units for maximum exposure. Posters were used in combination with digital and non-digital units to saturate strategic neighborhoods.

- Activate strategically selected printed & digital bulletins and posters in high traffic areas for maximum reach and frequency throughout Dallas.
- Specific coverage in high profile locations with even distribution across Schlotzsky's 70 locations.
- Engage consumers with humorous contextually relevant creative to stand out in a competitive marketplace.
- The campaign adhered to creative best practices and featured bold imagery with humorous and minimal copy that played off the Schlotzsky's name.

### Plan Details

Market: Dallas, Texas

Flight Dates: 7/10/17-10/03/17, 12 Weeks

Inventory: Non-Digital Bulletins, 1 Digital Bulletins, Posters

Total 18+ Impression Delivery: 114 Million Impressions

Weekly GRPs: 166

Units: 32 in total

Non-Digital Bulletins: 21

Posters: 10

Digital Bulletins: 1



## Results

- Visitation rate among those exposed to the campaign was **148%** higher than those who were unexposed to the campaign.
- We were able to demonstrate the power of frequency in an OOH campaign. Those exposed at higher frequency levels had even higher visitation rates. Those exposed **15+** times had a visitation rate **200%** higher than the average exposed visitation rate.
- **55%** of those exposed converted to an in-store customer within **48** hours.
- **26%** visited **15+** miles from where they live
- **22%** **15+** miles from where they work

### Key Client Takeaways:

- The client was fascinated to learn visits were not driven by proximity to the OOH locations.
- There was a significant lift among university visitors. This provided insights into a different target to consider for future campaigns.
- A distribution of visits by day showed that OOH amplified the other media simultaneously running in the market. Those who were unexposed to the OOH campaign did not show a lift in visits on the days being promoted across other media formats. However, those exposed to OOH saw substantial spikes on those same days.