

The Grocery Pub

Background

The Grocery Pub is a local business in a small, remote neighborhood. They started their store/pub/restaurant/concert venue in an attempt to revitalize a struggling neighborhood in Klamath Falls, Oregon. The history and the future of the town, and every neighborhood in it, matter a great deal to the owners of The Grocery Pub.

Objective

Generate more demand for to-go and carry-out meals. The goal was to reach local medical professionals and get them to order from The Grocery Pub during lunch and dinner hours.

Strategy

The Grocery Pub kept their current general market awareness campaign intact while adding a new component that addressed new objectives.

A mobile component was introduced to target medical buildings in the area, supplemented by a new billboard design introduced to show the community that Grocery Pub was still active after shelter in place orders were lifted. They added two more billboards locations for four weeks and changed the creative on the mobile campaign, while running their normal billboard design.

Much like the pandemic, this campaign evolved over time. The mobile aspect was launched first and coincided with the company's original billboard design. The mobile component targeted consumers while they were sheltered in place. It featured ads which advised people to stay home, stay safe, stay calm and to order carry-out. After shelter in place orders were lifted in Klamath Falls, the mobile creative changed to invite people back into the business to shop again.

Plan Details

Market: Klamath Falls, Oregon

Flight Dates: 3/30/20–Current

OOH Format: Bulletins

Target Audience: Medical Workers and General Community

Results

The Grocery Pub reported Q1 growth in 2020 with sales up 18 percent compared to last year. They believe that their OOH campaign has contributed dramatically to their current growth.

The Grocery Pub has tapped into the potential of what OOH offers and has begun to integrate OOH into their business marketing moving forward.

