

Wang Gang Asian Eats

Problem

How does a local restaurant appeal to a larger audience?

Solution

With a fresh out of home (OOH) campaign.

Background

The advertiser was trying to get away from discounting using coupons, and needed a fresh approach with creative messaging.

Objective

To enhance the client's weekend brunch traffic. The target was geographic placements within their service area.

Strategy

The plan used strategically placed billboards within the client's service area, using Geopath ratings.

Plan Details

Market: St. Louis, Missouri

Flight dates were 1/2 - 1/29/17, using posters against 18+ impressions.

Results

The client achieved a 38 percent increase in same store results from 2016, with no other supporting media. The client has abandoned all forms of traditional advertising except for OOH, and continues to use it in the same manner.

