

## Epic Burger

### Background

Epic Burger wanted to take a stand against its direct competitor Chik-fil-A, as a more inclusive option, and to reinforce they are open on Sundays.

### Objective

#### Increase In-Store, Promotional or Special Event Sales.

The main campaign objective was to increase sales for the new Honey Hot Chicken Sandwich. Additionally, Epic Burger looked to show their support for the LGBTQ+ community by having a presence at the Chicago Pride Parade, which was taken into consideration when developing the campaign's artwork.

### Strategy

The six-week campaign used enhanced mobile billboard with a shadowfencing strategy, focusing on Epic Burger's several Chicago locations and the Chicago Pride Parade.

### Plan Details

Market: Chicago, IL

Target Demographics: Chicagoland Residents, Event Attendees from Cubs games and Pride Fest

Flight Dates: 05/18/22 - 06/26/22

OOH Format: Mobile Billboard

Planned Campaign Impressions: 1,278,000

Budget: \$10,000 or larger

### Results

Before the campaign, Honey Hot Chickens comprised 3.8% of total Epic Burger sales. During the mobile billboard campaign, Honey Hot Chickens amassed 10% of total sales and these sales stayed at an average of 8.5% of total sales throughout the entire six-week campaign. Honey Hot Chicken sales did settle after the campaign to 5% of total sales.

