



JACK IN THE BOX + LAMAR

Dynamic Campaign Overview

Campaign Summary

Through Programmatic Digital Out of Home (DOOH), Jack in the Box ran location-specific dynamic creative highlighting nearby store addresses and specials based on the time of day.

With the goal of increasing store visitation and awareness, the campaign utilized dynamic capabilities to reach their target audience within a specific radius of certain Jack in the Box locations that were offering deals. In addition to dynamic capabilities, Jack in the Box used day-parting technology to promote specials relevant to the closest meal time.

By using dynamic creative, Jack in the Box was able to achieve a wide variety of creative options with limited creative assets.

CONSUMER JOURNEY



Using programmatic data, DOOH media was activated to reach consumers on their journey to the nearest Jack in the Box store location.



AT A GLANCE

PARTNER

VISTAR MEDIA

ADVERTISER



DYNAMIC ELEMENT

Nearest Store Location

MARKETS

14 DMAs, including Los Angeles, Las Vegas, and Phoenix