

## Customer Success Story

Jack in the Box, alongside its agency Posterscope, wanted to generate awareness in key U.S. markets for its new Cheddar Loaded Cheeseburger as well as drive consumers to its restaurant locations. To meet these objectives, Jack in the Box tapped programmatic leader, Vistar Media, to execute a strategically targeted DOOH campaign.



## Our Strategy

Utilizing a combination of static and video out-of-home creatives, the campaign ran across a mix of indoor and outdoor venues that span the entire consumer journey — from malls, gas stations and billboards, to urban panels, gyms, bars and dispensaries.



# How We Got Here



## Competitive Conquesting

Jack in the Box tapped Foursquare to target people who frequented competitive fast casual restaurants, reaching them with DOOH when and where they were most likely to be.



## Proximity Targeting

Activating in twelve key markets, Jack in the Box implemented a campaign strategy that would reach and engage consumers within a 2-mile radius of its restaurant locations.



## Campaign Measurement

To evaluate the lift in restaurant visits, Jack in the Box partnered with Vistar Media and Foursquare to conduct a foot traffic study based on verified DOOH exposure.



We are thrilled with the results from this campaign and felt that DOOH drove traffic into our locations during a key time period, plus helped us reach key sales objectives.

JAIME OGUS, SENIOR REGIONAL MARKETING MANAGER, JACK IN THE BOX



## Results

# 49M+

DOOH IMPRESSIONS

# 8.8%

LIFT IN FOOT TRAFFIC

# 1.3M+

STORE VISITS