

Istrouma at Sugar Farms

Background

Istrouma at Sugar Farms is a distinctive hospitality destination in Baton Rouge, blending a restaurant, brewery, and working farm to offer a unique, family-friendly experience. Known for its fresh, locally sourced ingredients and scenic outdoor spaces, Istrouma provides an immersive farm-to-table experience that attracts both locals and visitors looking for great food, craft beer, and a relaxed atmosphere. However, operational challenges led to a temporary closure during the summer months. The closure provided an opportunity to reassess internal systems and refine processes to create a better guest experience.

Objective

Increase Physical Store or Venue/Facility Consumer Traffic (incl. Special Events)

After reopening, Istrouma needed to rebuild customer awareness, drive traffic back to the venue, and strengthen its brand positioning for long-term growth. The primary challenges included developing a clearer, more scalable brand identity to align with its full experience—food, farm, and family-friendly entertainment. With months of inactivity, the business had lost momentum, requiring a robust marketing push to re-engage past customers and attract new ones. Istrouma lacked updated marketing assets and a cohesive media strategy to effectively reach its audience and communicate its refreshed brand experience.

Strategy

Before launching paid media efforts, it was essential to refine Istrouma's brand identity for long-term scalability and consistency across marketing channels. Rebranding to "Istrouma at Sugar Farms" positioned the business as a destination experience encompassing food, farm, and family-friendly entertainment. A library of fresh creative assets (photography and videography) was developed to enhance marketing materials. The OOH advertising component of the Istrouma at Sugar Farms relaunch campaign played a crucial role in driving local awareness and reinforcing brand visibility. Given Istrouma's temporary closure, the objective was to reintroduce the venue to the community and establish it as a must-visit dining and entertainment destination. Digital OOH was chosen as a high-visibility medium to reach commuters and local audiences in key Baton Rouge areas, within close proximity to Istrouma at Sugar Farms. A digital billboard on Bluebonnet Blvd. was selected for its strategic location near major intersections with high daily traffic. The billboard featured 5x rotating creatives (food, venue, family experience), ensuring a diverse representation of the brand. The primary creative focus was 60% food-centric messaging to align with target audience interest.



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Plan Details

Market: Baton Rouge LA DMA

Campaign Posting Dates: 12/9/24 - 1/31/25

OOH Formats Used: Digital Bulletin

Target Demographic: Adults aged 18-45; Individuals interested in dining, breweries, family-friendly activities, and farm-to-table experiences Local residents and commuters within a 5-mile radius of Istrouma at Sugar Farms

Budget: Budget under \$15,000

Impressions: 92,881

Reach: 43%

Frequency: 2.3x



Results

- 30% YoY increase in sales in December
- 136% increase in foot traffic in December YoY
- 205% increase in visits from people within a 5-mile radius compared to the previous year
- 3x increase in total visits YoY, suggesting the campaign effectively re-engaged previous customers and attracted new visitors
- 95% of visitors were unique, indicating that most were either first-time or one-time visitors