

## Scooter's Coffee

 Dallas - Fort Worth, Texas

### Background

Scooter's Coffee is a fast-growing drive thru coffee brand focused on rapid market expansion and frequency building. In the highly competitive Dallas market, the brand faced intense pressure from national and regional coffee chains competing for morning and afternoon drive time occasions.

### Objective

#### Increase Physical Store or Venue/Facility Consumer Traffic

The objective was to drive incremental store visitation and validate OOH as a performance channel capable of influencing consumer action and go beyond building brand awareness.



### Strategy

The campaign was designed as a controlled market test to measure the direct impact of OOH on physical store traffic versus comparable control markets with no OOH investment during the same period. OOH was used to engage consumers throughout the marketing funnel: to reinforce brand presence, cue habitual visits, and intercept consumers during daily travel routines. Dallas was selected as the test market due to its high density of stores, strong commuter patterns, and competitive coffee landscape. The campaign utilized high impact roadside OOH placements near Scooter's Coffee locations and along key commuter corridors during peak drive times.

### Plan Details

**Target Demographic:** Adults 18 to 54, commuters and on the go consumers

**Campaign Posting Dates:** 6/23/25-8/17/25

**OOH Formats Used:** Bulletins and Posters

**Campaign Impressions:** 28.8 million

**Campaign Reach:** 41.6%

**Campaign Frequency:** 18.0

**Budget:** \$15,000 or larger

### Results

- The Dallas test market significantly outperformed control markets during the OOH campaign.
- Dallas locations delivered a positive year over year increase of foot traffic increase of +3.39%, while control markets declined -4.40% year over year.
- The traffic performance gap between the test and control markets widened during the campaign, demonstrating incremental lift driven by OOH exposure.
- Pre test, the performance difference between Dallas and control markets was 4.86% separation. During the OOH test period, that delta increased to 7.79% separation, indicating a meaningful acceleration in the Dallas market's relative performance after OOH was introduced.