

CASE STUDY | CASUAL DINING

OBJECTIVE:

Drive brand preference and foot traffic for casual dining brand by reaching qualified audiences with brand messaging at the right places and the right time.

APPROACH:

- Leveraged Vistar's mobile carrier data and geospatial technology to define audiences of loyal customers, visitors to competitive restaurants, and sports enthusiasts.
- Analyzed the movement patterns of these consumers in order to activate cross-screen mobile and digital out-of-home media to reach them where they were most likely to be throughout the day.

KEY INSIGHTS:

- Cross-screen exposure drove consumers into restaurants. When consumers were exposed to both mobile and digital out-of-home media, the lift in foot traffic more than doubled compared to campaign average.
- By effectively reaching loyal and competitive audiences, the restaurant established a competitive advantage in brand preference. The restaurant also became the most preferred restaurant among competitive brands post campaign.

