



CLIENT:

Quick Service Restaurant (QSR)

OBJECTIVES:

Reach millennials and multicultural consumers with market-specific promotional offerings to drive consideration and store visits.

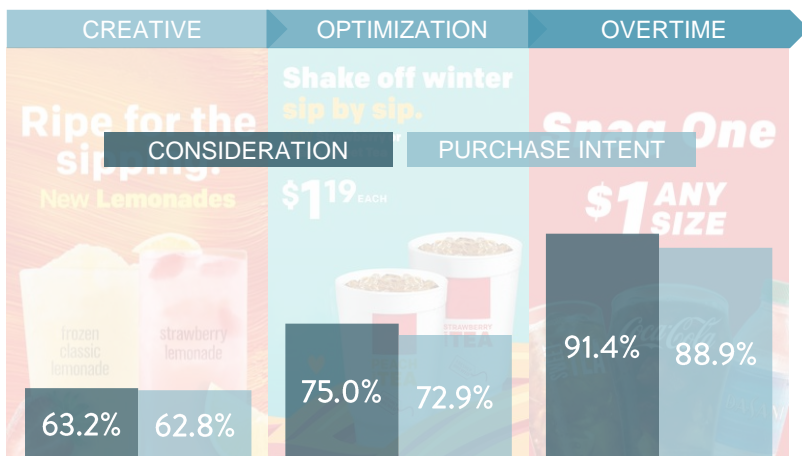
APPROACH

Leveraged Vistar’s data-driven platform for digital out-of-home to reach millennials across DOOH venues where they had the highest propensity to be throughout the day.

Targeted multicultural audiences by reaching consumers who live in census blocks that over-indexed for demographic targets.

KEY TAKEAWAY #1: AGILE OUT-OF-HOME CREATIVE OPTIMIZATION SUPERCHARGED KPIS.

1

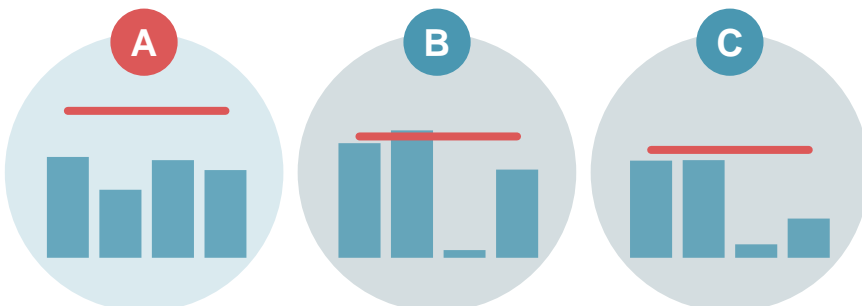


KEY TAKEAWAY #2: GREATER LIFT IN AWARENESS OVER COMPETITORS = GREATER LIFT IN STORE VISITS

2

Panelists in Market A had the greatest lift in propensity to visit store.

BRAND AWARENESS (red line), COMPETITIVE AWARENESS (blue bars)



RESULTS



+27% lift

CONSIDERATION



+21% lift

PURCHASE INTENT



+2.6X lift

PROPENSITY TO VISIT STORE