

Wingstop

Background

Wingstop opened its first location in Lancaster in 2005. The owner continued to grow the business adding multiple locations throughout the city over the past 15 years. By 2022, there will be 11 Wing Stop restaurants in Lancaster, California.

Objective

The franchise owner wanted to bring awareness to the new location opening in the area. The campaign focused on online orders and delivery services. They were inspired to promote “Family Bundles” based on what consumers posted online during the COVID-19 shut down.

Strategy

The billboards included in the campaign rotated every four weeks and provided blanket coverage of the market. The copy on the billboards would change based on the new wing flavors as well as sports seasonality.

Plan Details

Market: Los Angeles, CA

Flight Dates: January–December 2020

OOH Formats: Posters

GRPs: 25 per month, increased to 50

Budget: \$10,000 and over

Results

Profits increased 31 percent over the course of six months during the COVID-19 shutdown. The new Wingstop location has the highest-grossing store in the Western region of the Wingstop franchise in the Los Angeles market. The sales for this Wingstop franchise were higher than ever before.

