



# OOH Case Study

## Benedict's Restuarant

### Problem

How can Benedict's Restaurant build awareness, particularly ahead of the opening of a third location?

### Solution

By tempting locals to visit with creative of tasty images of food.



### Background

Benedict's Restaurants had two locations that they were promoting on two permanent billboards. In addition to the two established restaurants, they were in the process of opening a third Benedict's and wanted to create awareness about the new location. In a competitive dining market, increasing their brand awareness was extremely important.

### Objective

The main objective was to establish brand awareness and gain additional exposure for Benedict's Restaurants, particularly the latest location that was scheduled to open.

### Strategy

The strategy was to put up a billboard showcasing a visual image that would let the food do the talking. A mouth-watering image tantalizing drivers to visit the new restaurant location for the first time or entice customers who were familiar with the brand to not only visit the new location but to also return to either of the established locations.

### Plan Details

Markets: St. Petersburg/Clearwater

Flight Dates: February 2019 - February 2020

OOH Formats Used: Static bulletins

Target Audience: Adults 18+



### Results

"The response has been overwhelming!" Ali Ismail, CEO Benedict's Restaurant, said. The out of home campaign absolutely met the client's objectives. The established restaurants saw a noticeable increase in business and customers started talking about seeing the billboards. As soon as the new Benedict's restaurant opened the doors, customers who came in started talking about the out of home ads.

### Audience Metrics

Audience TRP: Plan - 1,668.6, Weekly TRP - 32.1

Target Audience Reach: 31.44%

Target Audience Frequency: 53.1x Frequency

Additional Relevant Metrics: 44,445,641 total campaign impressions

## Testimonials

“Absolutely, business increased and customers are talking about seeing the billboards. I feel that it’s a good reminder to the customers who have already visited us that we are there, as well as alerting newcomers to the area to give us a try. It’s good to know that the marketing is working.” Ali Ismail, CEO Benedict’s Restaurant.

## Additional Information

Benedict’s Restaurants have purchased five bulletins total. They are convinced of the power of out of home!

