

7 Eleven

Problem

How does a convenience store successfully promote its coffee products in an over-saturated market?

Solution

Build an OOH campaign that differentiates its product from competitors with consistent messaging.

Background

Continue momentum for 7 Eleven premium coffee.

Objective

Promote 7 Eleven's new "Stay-Hot" cup improving on the premium coffee brand.

Strategy

Media mix of Bulletins, Posters and Shelters throughout the LA DMA targeting C-Stores within a 3-5 Mile Radius.

Plan Details

Markets: New York and Los Angeles

Flight Dates: March 2016 - May 2016

OOH Formats Used: Bulletins, Posters and Shelters

Target Audience: General Market

