

Jack in the Box

Problem

How does a fast food restaurant launch a new product in a cluttered market?

Solution

Use OOH formats to create fun opportunities to interact with the brand and drive consumers to nearby stores.

Background

Jack in the Box (JIB) traditionally uses the Super Bowl to introduce a new product. 2013's entry was The Hot Mess Burger: a mouthwatering combination of sourdough bread, a 100% beef jumbo patty, white cheese sauce, shredded pepper jack cheese, jalapenos, two fried onions, and onion mayo.



As delicious as that sounds, and as great a platform as the Super Bowl can be, JIB needed media plans that would break through the monumental advertising clutter that dominates the market during this time of year. JIB's brand DNA and subsequent messaging – which is bold, courageous, current, young, fun, and twisted – helps make OOH stand out among the crowd.

The 2013 strategic platform was to advocate for fun by injecting humor and levity into everyday situations, and conspiring with consumers to have a good time. In media, this requires being present in and enhancing environments where the target heads to blow off a little steam. The creative theme for this sandwich features Jack in the late '80s in a heavy-metal hair band called "Meat Riot," singing their one hit wonder "Hot Mess."

Objective

The advertising objective was to get the catchy tune "Hot Mess" stuck in heads of consumers. If they couldn't stop singing the song, then it would only be a matter of time before they craved the burger.

The JIB target is what the company calls "fast food lovers." These are 18-to-34-year-old fast food enthusiasts who love to indulge in JIB and don't feel guilty about it. The campaign needed to capitalize on the target's love for digital interaction and encourage fast food lovers to engage with and share assets from JIB's bag of tricks.

Strategy

OOH formats like bulletins, posters, bus shelters, and transit are staples of JIB OOH plans and provide broad awareness throughout a market. These units also increase awareness in JIB's main trading areas, as many placements are within three miles of a JIB location.

The campaign utilized digital jukeboxes across JIB's regional footprint and gas station radio in Los Angeles to showcase "Hot Mess" where dwell time is high and the song would have a chance to stick. In the jukebox locations, 58% of the audience is adults 21-34 and 43% of bar patrons visit a restaurant immediately after they leave the bar. The jukeboxes also allowed JIB to target consumers who were already near JIB locations.

Consumers could take a quiz about 80s hair bands to win a free song play on the jukeboxes. The “Hot Mess” song was also available for unlimited free song plays. Each bar had a custom map, which directed consumers to their nearest JIB restaurant. Online brand assets included jackinthebox.com, hotmessburger.com, Facebook, Twitter, MySpace, and YouTube.

Plan Details

Markets: 43 markets nationwide

Flight Dates: February 18 - March 17, 2013

OOH Formats Used: Bulletins (digital & static), posters (digital & static), transit (ultra super kings, bus kings with vertical extensions, bus kings, transit shelters), gas station radio, digital jukeboxes

In addition to OOH, the campaign was supported with TV, radio, digital, mobile, social, search, text, and direct mail.

Results

Overall, the standard OOH formats provided 2,500 faces in 35 markets. This portion of the campaign delivered over 80 million target impressions, generating an average R/F against A18-34 of 86% reach with an 18.2 frequency. Additionally, the jukeboxes delivered:

- 65,820,548 total ad impressions – a 55% over-delivery on the goal
- 226,898 click-throughs to the Hot Mess mini-site, the highest jukebox CTR since December 2009
- The “Hot Mess” quizzes were completed 58,558 times, surpassing the previous high of 41,000 quiz interactions.
- The average user spent 43 seconds interacting with the campaign, 28% higher than the network average.
- The Restaurant Locator was viewed 14,324, the most views out of any campaign since this feature launched in 2010.
- The “Hot Mess” song was downloaded 5,807 times.

Feedback from JIB indicated the product sustained sales for a longer period of time versus a test prior to the official launch.

