

Red Lobster

Problem

How do you keep up momentum for a campaign launch?

Solution

Use highly localized OOH advertising placements to reach consumers.

Background

With over 650 locations, Red Lobster is the leader in the casual seafood dining category. The brand has been built through the use of national television advertising and highly-recognized signature promotions.

For these promotions, Red Lobster typically supports each event launch with aggressive levels of network and spot television. Several weeks into the promotion, as television advertisements are scaled back, radio is utilized to help keep customer traffic at near-launch levels.

Objective

Over time, Red Lobster became concerned with radio's inability to effectively supplement television. Television levels for the brand were at the point of near saturation, but still were not delivering acceptable return on investment across the entire promotional window. So in the fourth quarter of 2006, for its "Endless Shrimp" promotion, the chain sought a place-based strategy to keep its store counts high and turned to OOH.

Red Lobster wanted to utilize OOH messaging to create promotion awareness, reinforce the craveability of the overall signature shrimp promotion, communicate value, and drive store traffic in tandem with lower television advertising levels.

Strategy

The target audience was frequent users of casual dining establishments, who tend to be highly mobile and users of OOH messaging, and households with higher discretionary income. The messaging objective was not only to reinforce television creative among brand users, but also to encourage sampling of Red Lobster restaurants by non-users for whom the "Endless Shrimp" promotion had appeal.

Creative was designed for use on posters and bulletins. Local research was utilized to locate and secure OOH units in each Red Lobster market within three miles of a given restaurant and located in key consumer mobility corridors.

Plan Details

Approximately 850 poster and bulletin units were secured throughout 33 of Red Lobster's top performing markets, supporting 211 restaurant locations. The flight covered four weeks, running from mid-October to mid-November.

Results

The results of the campaign were outstanding. The combination of reaching local consumers in close proximity to the point of purchase with high-impact creative helped Red Lobster realize a 72% return on its campaign investment. Furthermore, the success of the "Endless Shrimp" campaign set the stage for expansion of the use of outdoor for other promotions including "JumboShrimp", "LobsterFest" and "30 Shrimp" during the first half of 2007.

