

Boston Market

Problem

How does a quick-service restaurant gain traction on its catered take-out meals during the holiday season?

Solution

Plan a three-tiered OOH campaign targeting those exposed to the OOH advertising and restaurant locations.

Background

The holiday season between Thanksgiving and New Year's is Boston Market's number one sales period for catered take-out meals. In 2015, Boston Market decided to test a campaign in Baltimore and Washington DC encouraging consumers to "stop cooking, start celebrating."

Objective

The objective was to test OOH in Baltimore and Washington DC during the holiday season to see what impact this advertising medium would have on sales.

Strategy

The team built a three tiered action plan utilizing OOH (static and digital formats) and mobile geo-fenced ads. Static posters, bulletins and transit shelters were used as the foundation to drive awareness. Digital formats were layered on during the holiday weeks serving to remind consumers and drive consideration of Boston Market's offering. Finally, mobile ads were delivered during the weeks leading up to Thanksgiving and Christmas to those who had been exposed to the OOH or a Boston Market location, giving them the opportunity to immediately take action and place an order online. All media targeted stores were within a 5 mile radius.

Plan Details

Markets: Baltimore, Washington DC

Flight Dates: November 2015 - December 2015

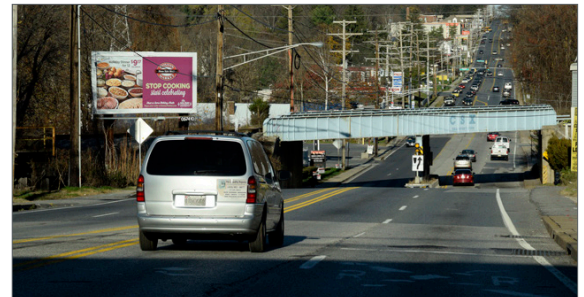
OOH Formats Used: Bulletins, Posters, Transit Shelters

Target Audience: A18+

Budget: Budget was \$125,000 with all but \$4,500 dedicated to OOH.

Results

17.8 million impressions. 1st mobile ad flight leading up to Christmas delivered 6X the industry average CTR with .98% and 3,457 engagements. 2nd mobile flight had a CTR of .15%, on par with the industry average with 536 engagements.



Audience Metrics

Target Audience TRPs: Baltimore (306 TRPs); DC (151 TRPs)

Target Audience Reach: Baltimore (43%); DC (34%)

Target Audience Frequency: Baltimore (6.6); DC (4.2)