

## El Pollo Loco

### Problem

How does a quick-service restaurant effectively promote its “5 meals under 500 calories” campaign?

### Solution

Utilize OOH to target consumers in close proximity to the restaurant locations to increase sales of those meals.

### Background

El Pollo Loco was looking to expand its reach in the Los Angeles DMA to keep pace with sales projections. The company turned to OOH for a way to improve overall brand reach and encourage positive sales growth.

El Pollo Loco considered OOH on numerous occasions and tried its hand at a directional, but nothing on a grand scale. To shake things up, it decided to layer in OOH with their TV campaign.

### Objective

El Pollo Loco had plans to roll out a reminder of their menu items of “5 meals under 500 calories.” The team wanted to get the word out to existing consumers and stimulate new business about the healthier menu items. The idea was to do this by reaching the general market near a number of their store locations.

### Strategy

Television, with year after year of successful brand and sales results, was beginning to flatten out. Even so, it was set as the base of the plan for Los Angeles DMA coverage. OOH was added to focus on core areas of the market, where most of the El Pollo Loco stores were located, and drive traffic to the restaurants.

After analyzing multiple media formats to best reach A25-49, it was easy to see that the best approach would be to package the bulk of the buy with one media vendor to allow room for negotiations and help maximize the budget. Bulletins were added to reach consumers on major freeways along with posters as a supplement to get into the neighborhoods. Due to limited OOH in Orange County, and to aid in showing support for the corporate office, bus kings were also added.



## Plan Details

**Markets:** Los Angeles and Orange County

**Flight Dates:** December 2015 - January 2016

**OOH Formats Used:** bulletins, posters, bus kings

**Target Audience:** A25-49

**Budget:** With a slight increase in the overall budget, OOH was added to the El Pollo Loco plan with high impact freeway bulletins and general market posters resulting in increased sales of the “5 under 500” menu.

## Results

Sales for the “5 under 500” fluctuated a great deal and were often flat. After adding OOH support to the Television module, sales of the “5 under 500” menu continued at a rate higher than historical. El Pollo Loco believes that this is due to the OOH being dedicated to support “5 under 500”.

## Additional Information

Sales of the “5 under 500” menu remains higher than previous years, El Pollo Loco is planning to include OOH in future campaigns.

## Audience Metrics

**Target Audience TRPs:** 109.6 Weekly TRP reaching targeting A25-49

**Target Audience Reach:** 51.44%

**Target Audience Frequency:** 8.5

