

# WE HELPED DRIVE FOOTFALL FOR NEARLY 200 BURGER KING LOCATIONS

When Burger King wanted to see how its out of home advertising impacted store visitation at 197 locations in Pennsylvania, New Jersey, and Delaware, the iconic fast food chain turned to OUTFRONT. With the help of our measurement partner Reveal Mobile, we measured store visitation before, during, and after the flight to determine the difference exposure to the campaign made.

## STRATEGY & TACTICS

- **Markets:** Philadelphia and non-metro Pennsylvania
- **Media Used:** Digital Bulletins
- **Campaign duration:** Six weeks (May 13-June 30, 2024); two weeks before and after evaluated for comparison
- **Methodology:** Pre-post, control vs. exposed

## OUTCOMES

- Over the course of the campaign and post-campaign period, the **visitation rate increased by 164.4%** for those exposed to the ads.
- The exposed group's **visitation rate improvement was 4.2x more** than the control.
- Those exposed to the ads were **87.3% more likely to visit a Burger King location** than those not exposed.
- The longer the campaign ran, **the greater the gap became** between control and exposed.
- **Running more than four weeks** allowed consumers more time to see the ads, absorb the messaging, and act on it.



SOURCE: REVEAL MOBILE  
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



## RESULTS

**164.4%**

VISITATION RATE INCREASE

**4.2X**

GREATER INCREASE FOR THOSE EXPOSED TO ADS

**87.3%**

MORE LIKELY TO VISIT