

# OOH DROVE FOOT TRAFFIC AND INCREASED ONLINE BRAND SEARCHES

## OBJECTIVE

Byblos Cafe was looking to increase sales by driving more people into their restaurant. Additionally, they wanted to increase online engagement via Google Search.

## STRATEGY

Byblos wanted to reach on-the-go consumers in their general trade area with one rotary bulletin. After seeing immediate success, they increased their program which included a high-impact perm and multiple rotary bulletins.

## RESULTS

Foot traffic increased significantly as their OUTFRONT campaign went live. Google searches went from an average of 20-30k to 90-100k per month within the first 6 months of the OOH program. Overall, sales increased dramatically for dine-in, carryout and catering over the course of the campaign. The client also reported that Google Search results went down dramatically when their rotary bulletins would come down.

*“As soon as my billboards went up, business immediately started to increase. I firmly believe that OUTFRONT helped my restaurant and catering business grow.”*  
Joe Khraim, Owner

[byblos-cafe.com](http://byblos-cafe.com)

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.



## RESULTS

**200%**

INCREASE IN GOOGLE SEARCHES

**28M+**

A18+ IMPRESSIONS  
MULTIPLE FLIGHTS



OUTFRONT