

WE DELIVERED OVER 5.6M+ MOBILE IMPRESSIONS FOR PAPA JOHN'S

Papa John's is a pizza restaurant chain and the fourth largest delivery pizza chain in the United States. Papa John's partnered with OUTFRONT using DOOH and a targeted mobile campaign to increase foot traffic and store visitations to their Chicagoland and Northwest Indiana locations.

STRATEGY & TACTICS

- **Strategically Placed:** Papa John's utilized digital rotary billboards along major exchanges in the Chicagoland area to target people A18-54.
- **Proximity Targeting:** Papa John's paired digital rotary billboards with proximity targeting by setting a 2-mile geofence radius around 27 of Papa John's store locations in the Chicagoland area and Northwest Indiana.
- **Creative Excellence:** Papa John's used different creatives, all visually consistent, and two banner sizes displaying new specials they have to offer. The banners all featured an "Order Now" button with their logo prominently placed.



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, END-USER ACTIVITY (CLICK THROUGH OR SECONDARY ACTION RATES) OR REVENUE.



RESULTS

5,613,373

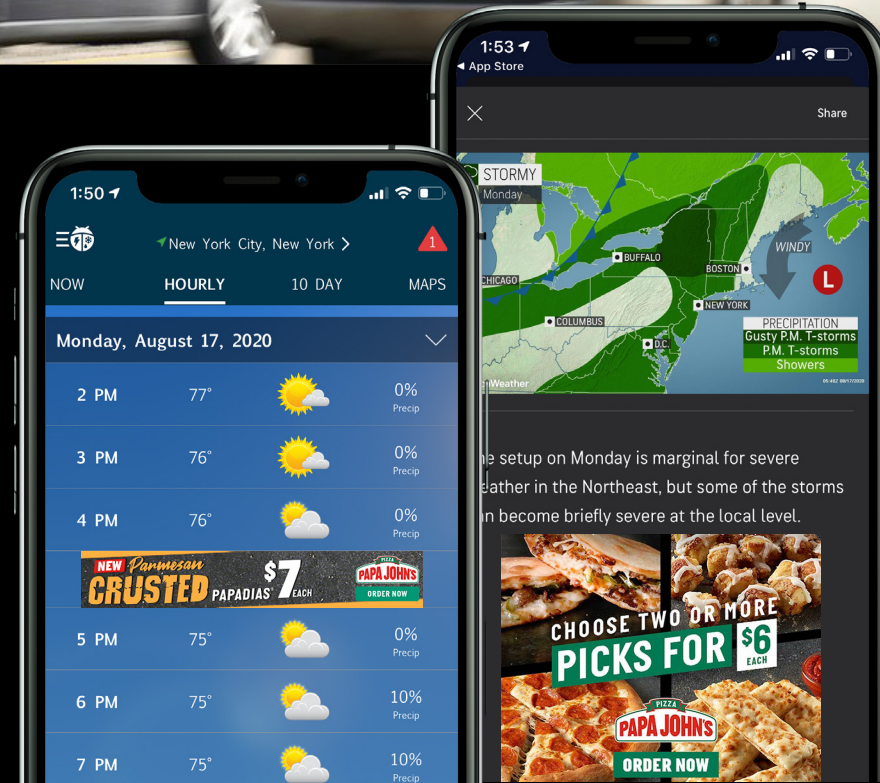
MOBILE IMPRESSIONS DELIVERED

17,511

CLICKS

.31%

CTR



OUTFRONT