

WE SAW A 127% LIFT ABOVE THE MOBILE CTR BENCHMARK FOR THE GROCERY PUB

The Grocery Pub is a unique restaurant & small neighborhood grocery store. They were looking to generate awareness and attract more local visitors in their community in Klamath Falls, Oregon. Due to the pandemic, The Grocery Pub wanted to promote that their location was still open for business both for take-out and limited indoor servicing.

STRATEGY & TACTICS

- **Strategic Placement:** To create buzz around their restaurant/grocery store, The Grocery Pub utilized posters that were strategically placed in neighborhoods within 25 miles of their location. This strategic media placement in targeted locations allowed for a diversified reach in nearby areas.
- **Mobile Targeting:** Proximity Targeting was utilized around their OOH locations and store front. A web linked banner ad let to their website with more information.
- **Captivating Creative:** With the help of our award-winning OUTFRONT Studios team, The Grocery Pub's creative was direct & eye-catching, generating 677 clicks and close to 100k mobile impressions.



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

99,558

MOBILE IMPRESSIONS DELIVERED

677

CLICKS

.68%

CLICK THROUGH RATE

127%

LIFT OVER THE MOBILE ALONE CTR BENCHMARK

