WE SAW A 127% LIFT THE MOBILE CTR CHMARK 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 Hub utilized posters that were strategically placed in neighborhoods within 25 miles of their location. This strategic media placement in targeted locations allowed for a diversifed reach in nearby areas.
- Mobile Targeting: Proximity Targeting was utilized around their OOH locations and store front. A web linked banned ad let to their website with more information.
- Captivating Creative: With the help of our awardwinning OUTFRONT Studios team, The Grocery Pub's creative was direct & eye-catching, generating 677 clicks and close to 100k mobile impressions.



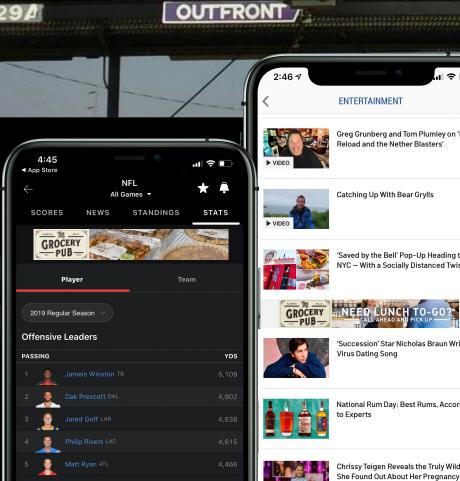
DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER AC-TIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES). OR REVENUE.

RESULTS MOBILE IMPRESSIONS **DELIVERED 677 CLICKS** .68% **CLICK THROUGH RATE**

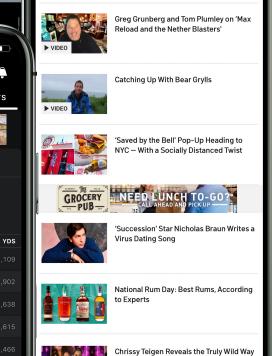
127%

CTR BENCHMARK

LIFT OVER THE MOBILE ALONE



GROCERIES



OUTFRONT/