

# Success Story

## Burger King



# Who?

A newly open local Burger King restaurant looking to increase awareness in the neighborhood and foot traffic to the restaurant

# Strategy

Our sales team created a **hyper-targeted Campaign** to be served to teenagers and young adults located within a 3-mile radius from the restaurant, selecting a package with enough guaranteed reach to hit enough people in-target in the area in order to ensure optimal effect of the campaign.

An **engaging ad creative with clear offer and call to action** was designed by our **creative team** so that targeted users could be engaged with the campaign and had clear instructions on how to reach the restaurant to claim the offer.

The campaign ran with our special **Guaranteed Reach&Frequency model** which increases frequency on the selected audience up to a guaranteed 6 exposures per user in a month, or 1.5 exposures per week, to build increased ad recall and purchase intent over time. This model works particularly well with restaurants as a higher frequency increases the likelihood of the ad being relevant at the right time when a potential customer is deciding what to eat.

# Results

**R17,800**

Investment

**11,500**

People Reached  
(6 times each)

**508**

Offers claimed  
in store

**R71 594**

Value of sales