



ARBY'S

# Beefs Up Sales with Geotargeting and Hyperlocal Marketing

## CHALLENGE

- Local ad budget spread too thin to cover rural markets
- Low measurable return on investment across media channels
- No balance between awareness tactics and traffic drivers
- Low social engagement with established customers

## SOLUTION

Analyze and reallocate existing media spend for local television and newspaper free-standing insert coupon mailings to achieve greater return on investment and establish balance between awareness builders and traffic drivers

## APPROACH

- Optimize media spend by staggering FSI mail drops and television flights, while increasing frequency of mailings, reducing its quantities and refocusing on top performing zip codes
- Develop and launch a "Show us Your Boots" social media contest with incentive bouncebacks and in-store marketing
- Supplement scheduled spend for television ads and FSI coupons with digital billboards and poster rotation campaign that transitions placement every two months to a different site within two DMAs

## OUTCOMES

**-33%**

YOY COUPON INVESTMENT

**+45%**

MONTHLY COUPON REDEMPTION

**+193%**

OVERALL FANS & FOLLOWERS YOY

**+55%**

OVERALL STORE TRAFFIC YOY

**+9%**

SAME STORE SALES AVG. YOY

**+20%**

YOY UNAIDED AWARENESS