



# **Case Study**

## **Franchise**

### **Shift to Digital / Increase Foot Traffic**



# Franchise: Revitalizing Interest for a Well-Known Brand

## **CHALLENGE:** Increase sales with more foot traffic

- With multiple locations, a local chain of QSRs had been seeing a decline in foot-traffic and as a result, a decline in overall sales numbers.
- The challenge we faced was to help **increase awareness of the different products throughout the market** and to help entice new and repeat consumers back to the stores over other QSRs.

## **OBJECTIVES:**

- Increase awareness of the many different delicious products available.
- Maintain a consistent message throughout different channels at all times during the year.
- **Increase foot-traffic to the stores** - which would lead in an increase in sales.



# Franchise: Revitalizing Interest for a Well-Known Brand

## ANALYSIS:

- The client is a major brand with a lot of success and brand recognition, but **they had focused almost entirely on traditional mediums** to get their name out.
- Based on the Sandelman Report (a report that runs surveys in key markets for QSRs) other QSR brands such as McDonalds were **outperforming our client in digital tactics**.
- To increase awareness and continue competing with other QSRs, our client needed to start reaching their consumer base on digital tactics and **shift away from being traditional only**.





# Franchise: Revitalizing Interest for a Well-Known Brand

## INSIGHT:

- Consumers were shifting to consuming more content online, which meant our client also had to start being online.
- Traditional placement, such as Radio still had a place, but it needed to be consolidated to only certain dayparts (drive times) as this market still had a dependency on this medium.
- With a push to digital, we could target demos more precisely by **reaching specific personas with built out interests and behaviors as opposed to only an age demo**. This also allowed us to target and reach people who are thinking about food or are interested in a quick meal for them and/or their families.

## STRATEGY:

- Shift budget away from traditional to programmatic tactics to reach consumers in their homes, vehicles, and daily mobile devices.
- Programmatic would also allow us to have multiple messages with different Subs to entice consumers to come into a store.
- While sales data was handled internally, **the Mosaic team implemented blueprinting to each of the stores to track when an ad led to a direct conversion or store visit.**



# Franchise: Revitalizing Interest for a Well-Known Brand

## RESULTS:

- Using an omni-channel approach we shifted budget to add in CTV, PreRoll, Streaming Audio and layered in blueprinting to complement a radio buy that was consolidated to drive times.
- **The campaign was a success and led to continued budget shifts towards more digital throughout the last few years.**
- Within the campaign, across different tactics we saw a combined:
  - 11,670,916 impressions
  - 10,144 Clicks
  - 3,058 Conversions (Store Visits)
  - \$16.85 Cost Per Conversion
- These conversions allowed the client to see direct results of the ads as they drove increased traffic to stores.



## Case Study

## Tourism

Increase Awareness / Grow Demand





# Guiding a Community Interest Rebound

## **CHALLENGE: Increase tourism and stimulate local business in a California county**

- Over a 10 year period, one county in California experienced consistent travel related economic growth resulting in a 34% increase in direct travel spending. **The COVID-19 pandemic erased that decade of growth.**
- The county's tourism board approached us with the task of **revitalizing their marketing approach to reignite public interest.** They recognized the necessity of engaging a team capable of providing comprehensive digital strategy and execution beyond the confines of social media. Our collaboration aimed to not only meet but exceed this challenge, contributing to the resurgence of awareness and engagement.

## **OBJECTIVES:**

- **Restore and grow** the demand for the local area and destination partners.
- **Increase awareness** of these target regions as destinations for outdoor lovers, families and those looking for events, shopping, food lovers, and culture.
- Establish a way to measure if ad spend is leading to an increase in travel into the area.



# Guiding a Community Interest Rebound

## ANALYSIS:

- Based on the client's research, they had their audiences broken out into three core demos that our team could further break down using digital strategies:
  - Outdoor Lovers: looking for activities in hiking, beach, biking, etc.
  - Family: looking for kid friendly activities for the entire family.
  - Good Vibe Seekers: looking for events, shopping, food, wine, beer, beach, arts and culture.
- The client had strong creative with enticing imagery to highlight the different things our audiences could do within the area, this included audio, video, and images.
- **They needed newer digital tactics to help them push these messages out - and they needed to be measurable.**





# Guiding a Community Interest Rebound

## INSIGHT:

- The pandemic had changed consumer behavior and increased digital consumption. Our research and experience told us that **we could use precision targeting to reach our exact demos with their behaviors in specific target markets.**
- With programmatic placement directly through our DSP we would have the capabilities to push messages **directly to our target audience within their homes and on their mobile devices.**
- These tactics also allow us to measure how these ads perform with our audience and allow us to integrate unique tracking capabilities based on mobile IDs.
- We could layer in blueprinting on our ads to track mobile IDs that have interacted with an ad to see if they enter a geographic area that we outline to give us the KPI: Visits.

## STRATEGY:

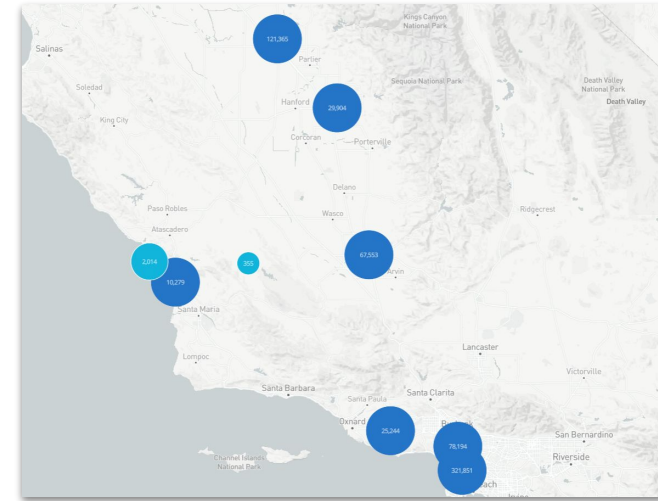
- Add in additional programmatic ad placement as part of their consumer journey to draw in more tourism or visits into the target regions.
- Programmatic would allow us to connect with our audience while they watch their favorite shows, or while they are browsing online.
- Adding in blueprinting would also **allow us to report on visits and allow us to have a measure of economic impact in the area.**



# Guiding a Community Interest Rebound

## RESULTS:

- Using a multi-pronged strategy that combined both traditional and digital ads, our team got to work. We set up the following to highly targeted consumer personas:
  - CTV/OTT Video Streaming ads
  - Banner display with retargeting
  - Video pre-roll ads
- Not only were standard reporting metrics out of the park due to targeting the right audience, but **we were able to report great results from the visits** due to blueprinting.
- We had over 49,000,000 impressions and exceeded our benchmarks:
  - Programmatic Display: 0.32% (benchmark 0.10%)
  - Programmatic PreRoll: 0.40% (benchmark 0.20%)
- Blueprinting Visitors Per Month: 15,000
- **CPV (Cost Per Visit): \$2.05**





# Case Study

## Education

### Maximize Budget / Boost Enrollment





# Inspiring Record Engagement and Maximize Budget

## CHALLENGE:

### Leveraging a Smaller Budget to Differentiate Engagement Opportunities

- One college faced the challenge of needing to **leverage a smaller budget than its competitors** to differentiate its engagement opportunities beyond traditional offerings.

## OBJECTIVES:

The primary objectives were twofold:

- Strategic Budget Utilization:
  - Effectively utilize a smaller budget to **create engaging opportunities that set the college apart.**
  - **Target a diverse audience**, including 17-21 year olds and underemployed individuals, showcasing the value of both traditional college courses and the technical training program.



# Inspiring Record Engagement and Maximize Budget

## ANALYSIS:

Target Audience Strategy:

- **Hispanic Population Focus:**
  - Given the large Hispanic population in the area, **over half of the advertising was directed towards Spanish speakers.**
  - Utilized popular radio stations and Spanish language TV stations, catering to both younger and 25-34 age groups.
- **English Language Strategy:**
  - Segmented the English-speaking audience based on age groups and interests.
  - **Engaged younger listeners through specific radio channels and older demographics through rock, sports, and country stations.**
  - TV advertisements were strategically placed during news segments and late-night talk shows.
  - **Leveraged advertorials in local digital newspapers**, highlighting various professional training courses.



# Inspiring Record Engagement and Maximize Budget

## INSIGHT:

Our research revealed the importance of tailoring the marketing strategy to the cultural and linguistic preferences of the target audience. Recognizing the diversity within the community allowed for a more effective outreach, all while working within the constraints of a smaller budget.

## STRATEGY:

- **Strategic Budget Allocation:**
  - Employed a targeted approach to digital tactics to reach cord-cutters, including streaming TV platforms like Hulu.
  - Utilized streaming audio platforms such as Pandora and Spotify to reach a tech-savvy audience.
- **Community Engagement with Limited Resources:**
  - Negotiated cost-effective radio remotes to connect the school with the community.
  - Collaborated with popular local radio DJs to promote enrollment and other events throughout the year.





# Inspiring Record Engagement and Maximize Budget

## RESULTS:

The implemented strategy yielded significant results:

- Media Coverage on a Budget:
  - One of the local newspapers recognized the school as a 'Readers Choice' for one of its programs, generating positive print coverage at no additional cost.
- Efficient Enrollment Success:
  - Recorded the highest-ever traditional enrollment numbers during the media-buying period, effectively leveraging the limited budget.

**We achieved significant savings and were able to add over 30% additional media with the same budget.**

## CONCLUSION:

The success of the campaign demonstrates the effectiveness of a targeted, cost-efficient, and multichannel approach in reaching diverse audiences. By strategically allocating resources and tailoring engagement opportunities, our client not only differentiated itself but also gained market share against larger competitors, achieving increased enrollment and positive recognition within the community. Ongoing efforts, such as radio remotes, helped maintain a strong connection with the target audience throughout the year, even with limited financial resources.



# Case Study

## Restaurant

### Grand Opening Campaign





# Restaurant Grand Opening Campaign

## CHALLENGE: Grand Opening of New Restaurant

- One national restaurant chain embarked on a venture to establish its presence in a new market with the goal of **executing a compelling grand opening**.
- Despite budgetary constraints limiting the potential for an extensive paid media push, the initiative was fortified by substantial corporate support in the form of earned media assistance.
- Originally slated to open amid the challenges of the pandemic, the launch strategy underwent strategic adjustments, leading to a rescheduled and optimized opening in the summer of 2022.
- This deliberate shift in the timeline allowed the client to capitalize on a more favorable market environment, ensuring a robust and impactful debut in the new location.

## OBJECTIVES:

- **Foster widespread awareness within the target market about the impending arrival of the new restaurant**, employing a multifaceted approach that engages various channels and communities.
- Develop and implement a dynamic paid media strategy meticulously crafted to not only generate buzz but to cultivate heightened anticipation surrounding the restaurant's grand opening in the new market.





# Restaurant Grand Opening Campaign

## ANALYSIS:

- The client is a chain restaurant opening in a **new location that had no awareness of them.**
- Using paid media in combination with earned media to get the word out of the new opening.

## INSIGHT AND STRATEGY:

- With limited budget we could **focus on a strong push a month before the Grand Opening.** This would allow us to negotiate strong deals with local stations and support digital efforts with social and programmatic.
- The client would have a landing page for the new location ready for us to drive traffic and awareness to.
- We utilized top-rated local stations with promos from well-known personalities and incorporated live radio remotes on the Grand Opening day, featuring DJs to hype up the location on air.
- Social ads and programmatic display ads were implemented to help drive impressions and traffic.
- One print pub was used due to high circulation among the military base that was close to the location.



# Restaurant Grand Opening Campaign

## RESULTS:

- The Grand Opening, overcoming pandemic-induced delays, was a resounding success, drawing high foot traffic with eager customers lining up for entry.
- Radio remotes featuring live DJs and pre-opening promos created a dynamic buzz around the event. The combined radio stations delivered 207 on-air spots with a compelling frequency of 4.1 within our target demographic.
- Complementing earned media, the digital campaign achieved over 250,000 impressions, expanding the brand's digital footprint.
- The military base's print publication, reaching 14,000 homes, provided additional tangible support, enhancing the Grand Opening's local impact.