



GOALS

- ▶ Promote a grand opening
- ▶ Generate buzz for catering services

HIGHLIGHTS

- ▶ Mobile billboard to build Awareness
- ▶ PhotoMarketing team positioned in-store to create excitement and encourage social mentions
- ▶ Jet pack team to visit local businesses to promote catering services

RESULTS

- During a recent 3-day campaign, the field marketing team:
- ▶ Distributed 3,150 special offers
 - ▶ Snapped 347 PhotoMarketing pictures
 - ▶ Distributed 54 gallons of coffee via jet packs

NOW OPEN WIDE

Corner Bakery Café uses a variety of alternative out-of-home media to build awareness and excitement for their new grand openings and reboots. This combination tactic allows them to drive foot traffic, excite in-store diners and also generate buzz for their local catering services. Learn more at: doitoutdoors.com/work/corner-bakery-cafe/

“Pure, genuine word of mouth marketing is taking place in Oklahoma City! I have no doubt that together they have seeded relationships within the Quail Springs community that will be remembered and strengthened for years to come.”

-Linda Kennedy, Franchise Marketing Manager

ABOUT THE CLIENT

Inspired by fresh ingredients, Corner Bakery Café opened its first location in Chicago in 1991. As it continues to bring their artisan delicatessen foods into new neighborhoods, it relies on alternative out-of-home media to drive traffic and build community.



do it outdoors media is the largest national mobile billboard and field marketing company.

doitoutdoors.com

