



# let's give 'em a taste to crave

## Mouthwatering Moments Lead to New Customers, Increased Loyalty



Geofence an area around your restaurant location and other points of interest to target those nearby with both physical and digital media. Turn heads, and boost your click-through-rates with an integrated campaign that puts your special offers and grand openings in front of the right people at the right time and in the right place – along the path to purchase!

**40% of adults who have seen an OOH ad in the past month visited the restaurant advertised. 26% visited immediately.** (Source: Arbitron)

- ▶ mobile billboards
- ▶ brand ambassador teams
- ▶ wrapped food trucks
- ▶ digital coupon delivery
- ▶ experiential marketing
- ▶ food sampling
- ▶ JetPack teams
- ▶ grand opening events

"Restaurant operators are in a position to alter the current forecast, but will need to differentiate themselves from the competition."

// Bonnie Riggs, Analyst, NPD Group



To help promote the No Kid Hungry movement in Chicago, Corner Bakery Café hosted teachers from across Chicagoland in a pancake-flipping contest and taste-test competition. Then, a double-decker bus with campaign creative took the group to visit a local church to interact with children who received meals there and to participate in a roundtable discussion about hunger, creating a "feel good" emotional connection.

