

CASE STUDY

Increase Share of Stomach for Quick Service Restaurant

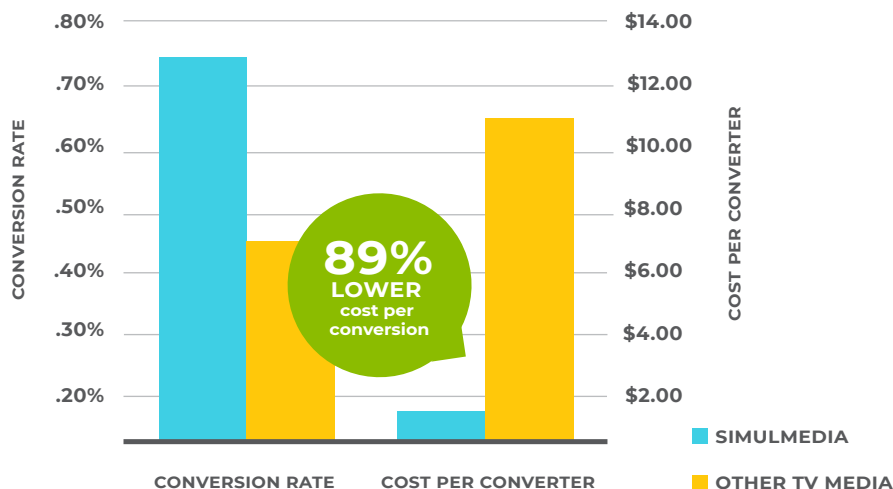
CLIENT CHALLENGE:

A challenger Quick Service Restaurant (QSR) was being outspent by its top competitors and decided it needed to be smarter with its TV advertising. The QSR wanted to see how its ads were impacting sales, and evaluate how its TV strategy was helping it close the gap with the competition.

SIMULMEDIA SOLUTION:

Custom Target: Execute a 4-week audience-targeted campaign designed to reach the QSR brand's custom target audience with 3% of the brand's budget.

Prediction: Match third-party credit card transaction data to TV viewing data to determine TV's impact on purchases made at the QSR, and at its competitors.



REAL RESULTS:

Simulmedia's campaign drove a 10x higher return on ad spend than the client's other TV media.

Simulmedia's campaign drove customers to the restaurant at a 68% higher rate with an 89% lower cost per conversion compared to the client's other TV media. (See chart)

Overall, the client's TV campaign increased purchasing behavior by 110%, higher than both of its top competitors.

Future Optimization

Simulmedia analyzed the campaign's performance to further optimize future campaigns, recommending:



Re-defining the target audience to Males 18-34 because they were most responsive to the creative, compared to other demographics



Reallocating 30% of its next TV campaign budget to Simulmedia which, after a simulation analysis, is projected to increase the client's return on ad spend by over 50%