

Restaurants Re-opening May 2020



The New Normal

“

...as it became clearer that Delivery, Drive Thru and Curbside/Take Away were going to be the enduring channels for restaurant service, focus quickly turned to shoring up e-commerce offerings creating family/group occasion offerings and re-cutting creative to reflect the new safety requirements of this environment.

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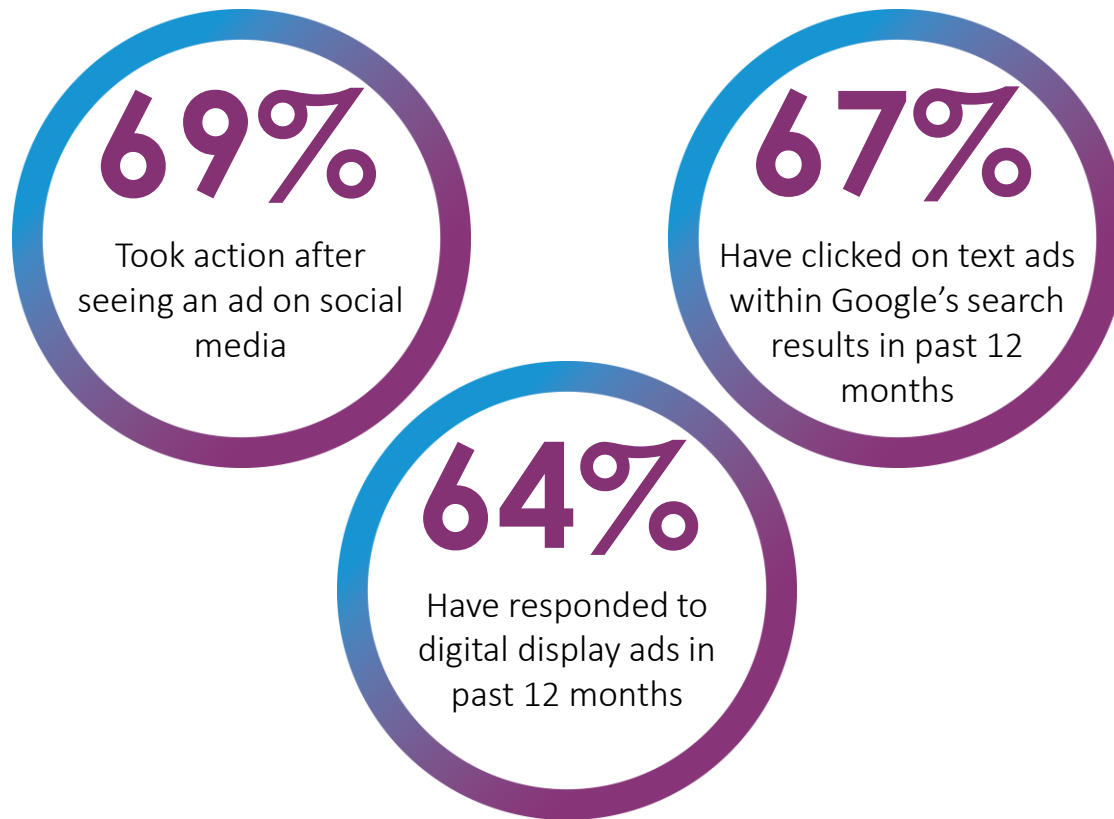
— Adrienne Berkes, Former Chief Sales & Brand Officer Pizza Hut, YUM Brands

Digital influence on frequent diners

Did you know?

4.4% of US adults eat at a restaurant or order take out four or more times per week!

And they are responding to digital messaging!



In the past 30 days, frequent diners have responded to media as follows:

Media	Frequent Diners	All US	Difference
Mobile smartphone app or text message	50%	26%	+88%
Television (TV, online, mobile, tablet)	49%	30%	+65%
Ad on social network	46%	28%	+66%
Sponsored search result (like Google, Yahoo or Bing)	45%	28%	+62%

QSR advertiser finds perfect recipe for growth

GOALS

Gain insights about QSR advertiser's customers through online data captured during the campaign.
Deliver increased foot traffic to advertiser's restaurants and prove a positive lift from the campaign.

SOLUTION

Targeted display advertising across Desktop, Laptop, Tablet, and Mobile devices to:

- Reach Fast Food Lovers who live / work within a 5-mile radius of advertiser locations.
- Geo-fence lunchtime (10a-12p) consumers who are within a 2-mile radius of advertiser locations.
- Geo-conquest consumers who visit advertiser's top five competitor locations (no time parameter).
- Retarget website visitors within 30 days.

RESULTS

Delivered 5M+ display impressions across 3 months, generating nearly 9,000 clicks (0.18% CTR). The geo-fencing tactics were attributed with nearly 14K restaurant visits (across 23 stores) and a +30% lift when compared to the control group, and the tactic that generated the highest lift (+117%) was the lunchtime campaign. We continue to deliver results and campaign improvements for this advertiser.

RESULTS

13,867
RESTAURANT VISITS

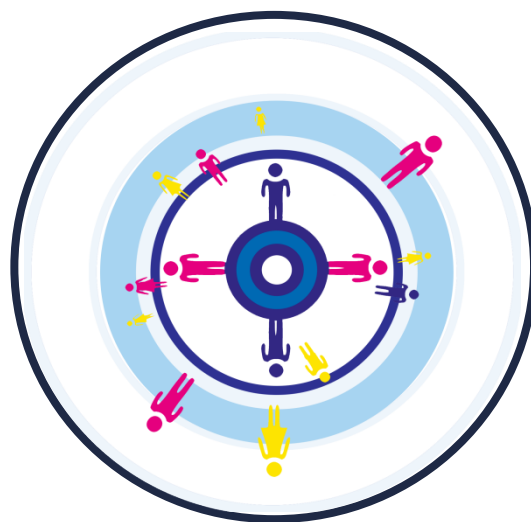
\$2.78
COST PER VISIT

+30%
FOOT TRAFFIC LIFT

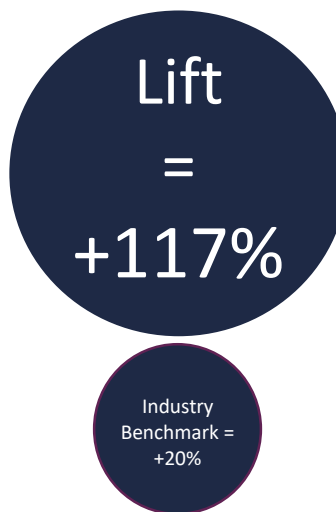
Geo-fence campaign results

Best Performing Geo-fence for Foot Traffic Lift:

2-mile radius of advertiser restaurants just before lunchtime (10a-12p)



NOT Served An Ad



SERVED An Ad

Next Closest Geo-Fence Campaign Lift = Competitor A at +26.8%

Competitor B: +19.32%, C: +5.06%, D: +4.55%, E: - .60%

Here's how we can help!





Recruitment: Reaching Job Seekers

Targeting Tactics

- Target by former or current job titles (e.g. restaurant servers, fast food employees)
- Reach job seekers on Facebook/ Instagram and other sites
- Boost awareness with Cox.com WebMail impressions

Paid Search Booster Details

Keywords like “bartending jobs”, “food service jobs”, “unemployment food service”, etc.

Your Campaign

- Impressions: 200,000
- 25x your :10 sec message co-branded with a :20 sec Food Network promo
- Investment: \$1,000 Net

Paid Search Booster

- Est. Clicks: 200
- Investment: \$1,000 Net



Facebook and Instagram Impressions are estimated, not guaranteed, as impressions are bought in real-time bidding platform. COVID-19 special rates available when booked by June 30, 2020.. Can be used on campaigns running through September 30th, 2020.



Quick Service Diners

Targeting Tactics

- Existing customer list and people that look like your customers
- Facebook/ Instagram who like similar restaurants
- Boost awareness with Cox.com WebMail impressions

Paid Search Booster Details

Keywords like "Mexican food near me", "yelp fast food", "pizza delivery options", "fast food delivery", etc.

Your Campaign

- Impressions: 200,000
- 25x your :10 sec message co-branded with a :20 sec Food Network promo
- Investment: \$1,000 Net

Paid Search Booster

- Est. Clicks: 200
- Investment: \$1,000 Net



A photograph of three people (two men and one woman) sitting at a restaurant table, laughing and smiling. There are drinks and food on the table. The image is partially obscured by a white circular graphic on the right side of the slide.

Casual Restaurant Diners

Targeting Tactics

- Existing customer list and people that look like your customers
- Facebook/ Instagram who like similar restaurants
- Boost awareness with Cox.com WebMail impressions

Paid Search Booster Details

Keywords like "family meals", "healthy curbside", "gourmet salads", "yelp reviews", etc.

Your Campaign

- Impressions: 200,000
- 25x your :10 sec message co-branded with a :20 sec Food Network promo
- Investment: \$1,000 Net

Paid Search Booster

- Est. Clicks: 200
- Investment: \$1,000 Net





Fine Dining Customers

Targeting Tactics

- Existing customer list and people that look like your customers
- Facebook/ Instagram who like similar restaurants
- People whose birthday or anniversary is within 30 days
- Boost awareness with Cox.com WebMail impressions

Paid Search Booster Details

Keywords like "family meals", "healthy curbside", "gourmet salads", "yelp reviews", etc.

Your Campaign

- Impressions: 200,000
- 25x your :10 sec message co-branded with a :20 sec Food Network promo
- Investment: \$1,000 Net

Paid Search Booster

- Est. Clicks: 200
- Investment: \$1,000 Net

Your Back to Business Tool Kit

What's on the menu?

Today's special is getting "back to business". Cox Media has the recipe to reconnect with your customers and gain new ones! With your advertising campaign, get exclusive access to our Back to Business toolkit -- designed with your restaurant in mind.

- More info about your customers
- In-store signage design
- Creative messaging checklist, conceptual ideas and ad samples
- How to maximize your Google My Business, Facebook Business and Instagram Business pages
- Making the most out of your Yelp profile
- Email marketing tips
- Digital Audit (custom pdf document)

