

GOLDEN CORRAL

Grill-Buffer chain, Golden Corral, ran a location-based campaign including OOH and Mobile. The campaign goals were to drive foot traffic to some key restaurant locations as well as to promote Golden Corral's Order Online option, Meals to Go.

STRATEGY & TACTICS

- **Strategically Placed:** Golden Corral placed OOH Bulletins with directional information in the vicinity of some key restaurant locations.
- **Proximity Targeting:** Geofenced OOH assets, key restaurants and surrounding areas to reinforce their brand message on Mobile devices.
- **Dynamic Landing Page:** When consumers click on the banner ad, they are taken to a dynamic landing page where they are served directions to the closest restaurant as well as a click-to-call button. A third button takes consumers directly to the Meals to Go site where they can order online.

**golden
corral**

CAMPAIGN START DATE 10/29/2019, RESULTS AS OF 3/2/2020.

— DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



RESULTS

2,792,834

IMPRESSIONS SERVED TO DATE

7169

CLICKS TO DATE

1700+

STORE VISITS TO DATE

OUTFRONT