

TESTIMONIAL Baja Burrito Kitchen



“In spite of a menu price increase, we maintained an 11 - 17% increase in sales.”

Our creative billboard, on busy SR 50/ Colonial Drive, was the perfect solution to capture the attention of new and former customers and get them into the restaurant. We increased our menu prices around the same time that our billboard posted. Often times, restaurants see a slow-down of visits by customer base with menu price increases. Instead of a negative effect, we saw a 15% sales increase. We found the billboard to be a good stabilizer for the restaurant - specifically, in spite of our 3.5% menu price increase, we saw a 15% increase in sales for the first three months and have maintained a 12% increase in sales, year over year.

Greg Chenail
Owner, Baja Burrito Kitchen



Audience

Adults 18+

Media Mix

Static Billboard

Market

Orlando

Objective

With several competitors moving into the area, Baja Burrito Kitchen needed to remind locals, as well as visitors, of their location and fabulous, fresh Cal-Mex fare.

Rationale

Burrito Kitchen used directional signage with eye-catching extensions, making their logo prominent, to promote their brand on busy SR 50/Colonial Drive, in Orlando. Baja Burrito Kitchen's bulletin is a shout-out to a fresh alternative.