

TESTIMONIAL Checkers Drive-In Restaurant



“...our market is indeed a BILLBOARD market rather than any other form of media.”

“Recently during the \$1 Fry and 4/\$4 campaign we had over 40 billboards along with OUTFRONT’s mobile geofencing program at the same time and drove a significant amount of traffic into our restaurants. These extraordinary results supports our agreement that our market is indeed a BILLBOARD market rather than any form of media.”

Audience

Adults 18+

Media Mix

Posters
Mobile

Market

New Jersey

Objective

To increase sales of certain special promotions such as \$1 Fry, 4 for \$4 and \$0.69 ice cream cone.

Rationale

Out-of-home has been a part of Checker’s media mix for over 23 years. This year they implemented OUTFRONT media’s mobile network to their OOH campaign to effectively reach customers on a more personal level.

Bruce F. Keehn, Sr.

President & CEO

Best Burger Management