



#NationalMeatballDay

Every Day Has a Story, National Days Help Tell It.

Iavarone's Italian Steak House

Objective

- > Taking advantage of the earned media attention from national days, Iavarone's Italian Steak House leveraged their advertising strategy to create a campaign around #NationalMeatballDay.
- > "The phone has been ringing all week because of these billboards." *Rico Iavarone, Owner of Iavarone's Italian Steak House*



- > **Inventory:** Digital Bulletin
- > **Market:** Tampa
- > **Flight:** March 6, 2017 - March 9, 2017
- > **Earned Social Media:** #NationalMeatballDay saw 472 mentions in Florida between March 6th and March 9th and reached over 600,000 consumers. @IavaronesSteak saw an increase of 120% in mentions over the four day campaign.