



# OOH Case Study

## Jack in the Box

### Problem

How can Jack in the Box connect with its target audience on the release of the new Spicy Chicken Strip Combo?

### Solution

By creating a unique campaign that engaged consumers through multiple channels.

### Background

The Quick Service Restaurant (QSR) is an extremely competitive industry where brands need to find new ways to win consumers. This has led to various tactics being deployed from QSR brands, including an all-out-value war. Jack In The Box (JITB) finds itself at the very heart of this battle, and so the out of home plans need to be fueled by data, innovation and creativity to ensure a strong return on investment. JITB's new product, The Spicy Chicken Strips Combo, was the main focal point of the campaign. By demonstrating value and jolting key consumers' senses – sight, sound, and smell – JITB felt confident that this product would provide them a key competitive advantage using world-class leading data sets to deliver key objectives.

Baby boomers were the reliable audience for QSRs, but there has been a generational shift towards millennials. This audience segment is more health conscious and more likely to cook at home. It becomes imperative JITB utilize industry leading data to target those who are not as health conscious in this segment and are also spontaneous in their decision making. Another challenge for JITB is to stand out among its competitors. The food industry is saturated with restaurants, and QSRs compete for a limited pool of customers while trying to generate sales and store traffic. JITB not only has to capture customers' wallets, it also must retain their hearts to ensure repeat visits. This represents an opportunity for JITB to create a standout activation that is engrained in the memory. The agency needed to create an out of home plan that tackled these challenges head on with an execution laser targeted to ensure strong awareness on key audience metrics. A reach blitz tactic was activated to penetrate key audiences through the power of programmatic. Finally, a unique build was created that captured hearts and minds of our target audience. The mission was to bring to life The Spicy Chicken Strips Combo by providing potential customers the experience of bold and daring senses of what they could expect.



## Objective

Business Objective: Increase sales numbers for JITB locations in selected markets.

Marketing Objectives: Drive store visits and increase transactions through emphasizing the value of Jack's Spicy Chicken Strip Combo.

Targets:

- General: 18 - 49 demographic
- Identify and hyper-target specific groups within the general target audience through proprietary data and leverage media where it is best served.

Market: San Diego/Los Angeles/Yuma/Phoenix/Houston/Dallas/Fresno/Bakersfield and 9 additional markets

To win the customer's wallets and hearts, the plan needed to be strategic in identifying targets, and be mindful of the approach and placements. The campaign needed to be at turns and corners where the audience was, and needed to be big and loud, celebrating and announcing JITB's uniqueness among all its competitors.

Jack in the Box needed to celebrate what makes the brand stand out in a highly competitive industry.

## Strategy

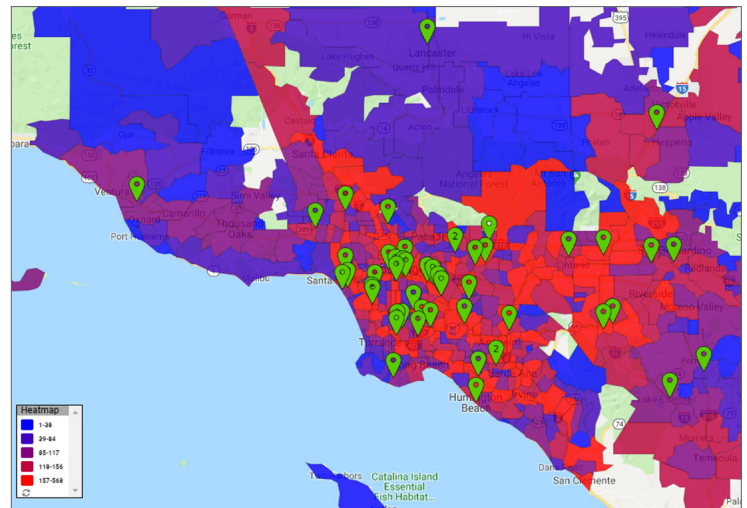
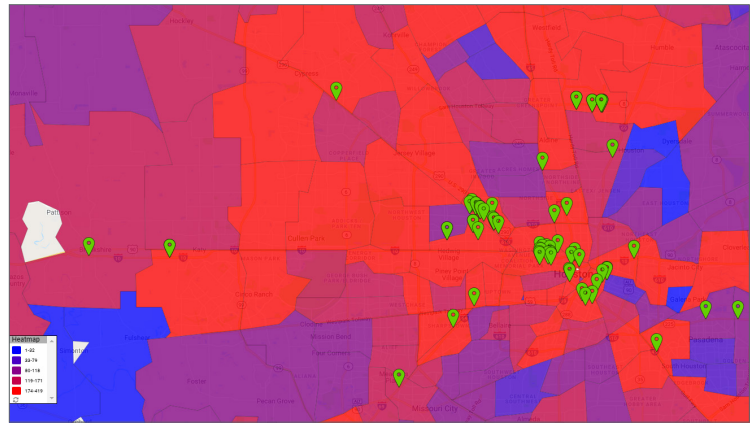
An overarching plan was created to cut through the market clutter and reach the audience in unique and various ways through multiple channels. The strategy had two pillars that out of home would address and tackle: differentiate JITB from the competition by highlighting its crunchy, spicy flavorful product by jolting key senses of its consumers; and demonstrate how much value the product brings consumers at a great price.

Using a people-based audience platform, the audience was defined based on key characteristics that aligned with the overall brand strategy. Specifically, targeting adventurous fast food fans who aim to eat healthy. This audience was located using a mobile location partner to identify where these audiences spend time in each market.

In addition, a proprietary tool was used to identify formats the audience engaged with. Combining data sets identified high-index areas in each market for JITB's audience. Based on these results, the agency constructed and activated a multi-layered plan that allowed JITB to reach the right audience at the right time throughout the entire flight.

- DATA-BASED OOH PLANNING ensured audiences are targeted with JITB's messaging while they are out of their houses and on-the-go. Bulletin and poster placements were hand-selected carefully according to heatmaps which showed the high propensity of our target audience. Most units are placed in high-indexed areas, while others are used to provide directional reminders to drive repeated store visits. Meanwhile, frequency formats such as premiere panel packages, two-sheets, interior car cards, bus kings, and transit shelters are utilized across applicable markets to boost the campaign's reach and frequency to ensure JITB's presence is felt.

- PROGRAMMATIC DOOH was selected as a reach blitz tactic to target the audience groups. JITB provided store location zip codes to activate formats that were in proximity to its locations in large, primary markets. They were able to identify and choose several key environments that stood out to the audience, and reach them at various touchpoints throughout the day. This allowed efficient placement of DOOH at scale in multiple places including gas stations, malls, office buildings, and gyms.



- SOUND MOTION-ACTIVATED BARRICADE the big idea of the campaign aligned with the overall media strategy of “Jolt Your Senses”. Through a motion sensor, a special build was executed at the popular Venice Beach in Los Angeles, which is one of the highest foot traffic areas in the market. Whenever a person walked past the barricade, the sound of Jack (the character of the brand) would surprise them and provide a lively, fun and detailed description of Jack’s Spicy Chicken Strips and its special sauce, bringing the deliciousness of the product to life.

In summary, with the help of people-based data, a solid foundation was created with traditional OOH formats and increased overall product awareness through reach & frequency. This data also provided a clear vision of where to allocate directional placements and help drive store visits. Programmatic DOOH allowed for an additional reach blitz to capture specific target audiences in various environments throughout the day, emphasizing the messaging to core groups. Finally, a sound motion-activated barricade invited the consumers to participate in a unique, immersive experience as their ears were jolted by the crunchiness of JITB’s Spicy Chicken Strips Combo.

## Plan Details

Markets: San Diego/Los Angeles/ Houston/Dallas/Phoenix/Bakersfield/Fresno/Yuma and 9 more markets

Flight Dates: April 29, 2019 - May 26, 2019

OOH Formats Used: Bulletins, Bus Kings, Bus Tails, Transit Shelters, Digital Bulletins, Digital Transit Shelters, Interior Car Cards, 2-Sheets, Elevator Display, Posters

Target Audience: Adults 18-49 /JITB M1 Audience Groups

## Results

Out of home was pivotal to the success of the campaign as it contributed to the increase in store visits and transactions. JITB’s Q3 sales were one of its best in years and same-store sales increased 2.7%, which is the brand’s strongest growth since Q1 of 2017. More results are shown in the below articles and reports:

1. Jack Finds Its Place in the Value Wars – Jack in the Box’s third quarter was one of its best in recent memory
2. Jack in the Box Reports \$222.36m Total Revenues in Q3 2019 – The restaurant company also reported net earnings of \$13.19m for the third quarter of 2019
3. Jack in the Box Reports Third Quarter FY 2019 Earnings – Jack in the Box system same-store sales increased 2.7% for the quarter

## Testimonials

“The use of audience data was market-leading. Combined with the power of programmatic OOH, we saw a rich, data-led activation that will set the foundation of our future campaigns. While Jack in the Box does not share confidential data, we can confirm that the OOH activation showed a big uplift in sales metrics.” - Mike Pietro, the Director of Media Strategy & Communications at Jack in the Box Corporate.

“This out of home campaign definitely contributed to the success of our Q3 sales numbers. This was one of the best quarters we’ve had in a while.” - Daniel MacDonald, the Media and Communications Manager at Jack in the Box Corporate.

“Aligning with the media strategy, the barricade activation enhanced our consumers’ experience and their association with the primary product, making it an extremely memorable piece of the campaign.”- Doug Watson, Market Media Manager at Jack in the Box.

## Additional Information

Reach & Frequency as measured by Geopath (A18+):

- San Diego: 40MM Impressions/ 91.7% @ 13.7/ Effective Reach (3+): 77.9%/ Plan TRP: 1,253.2
- Los Angeles: 175MM Impressions/ 84% @ 11.2 / Effective Reach (3+): 66% / Plan TRP: 943.7
- Houston: 62MM Impressions/ 77% @ 12.7 / Effective Reach (3+): 61% / Plan TRP: 977.1
- Dallas: 54MM Impressions/ 71% @ 10.2 / Effective Reach (3+): 52% / Plan TRP: 729.1
- Phoenix: 29MM Impressions/ 61% @ 8.8/ Effective Reach (3+): 44% / Plan TRP: 536.9
- Bakersfield: 6MM Impressions/ 74% @ 9.2 / Effective Reach (3+): 54% / Plan TRP: 681.7
- Fresno: 73MM Impressions/ 56% @ 8.6 / Effective Reach (3+): 37% / Plan TRP: 486.1
- Yuma: 1.8MM+ Impressions/ 74% @ 9.6 / Effective Reach (3+): 53% / Plan TRP: 705.1
- Other 9 Markets achieved a total of 55 million+ impressions during 4-week period