

# CASE STUDY– GLOBAL RESTAURANT CHAIN

A client's marketing strategy that was deeply impacted because of COVID and the drastic changes in consumer behaviors



## Insights & Activation

- Brand minimized media support due to store closures impacted from COVID
- Q1 2021 recommendation to significantly re-invest in brand given base erosion – find consumers through TV, social, and mobile
- Messaging optimized to drive consumers to new product categories across optimal dayparts

© Ipsos

## Situation/Challenges

Due to the pandemic, The Client's retail business was significantly impacted due to stay at home orders, migration in shopping patterns CPG version of products, immediately implemented large scale media spend reductions

Given the changing state of the business, minimal brand support was in-market and messaging was focused on lower funnel sales through mobile order and pick up and drive through with only select stores available

## Approach

Unified Marketing Measurement supported a shift in overall media strategy given base erosion and the need to drive sales – modeling results drove shifted approach to advertising:

- Migrate consumers to dayparts and product categories that are aligned with work from home lifestyles
- Additional spend in new vehicles such as video, social, TV given competitive impacts
- Reinvest in brand – The Client, traditionally a destination brand; recommendations to refine their brand image

## Value Delivered

Through this program, Ipsos MMA was able to drive **\$68MM in incremental sales in Q1'21** and additional **\$72MM incremental sales in Q2'21**

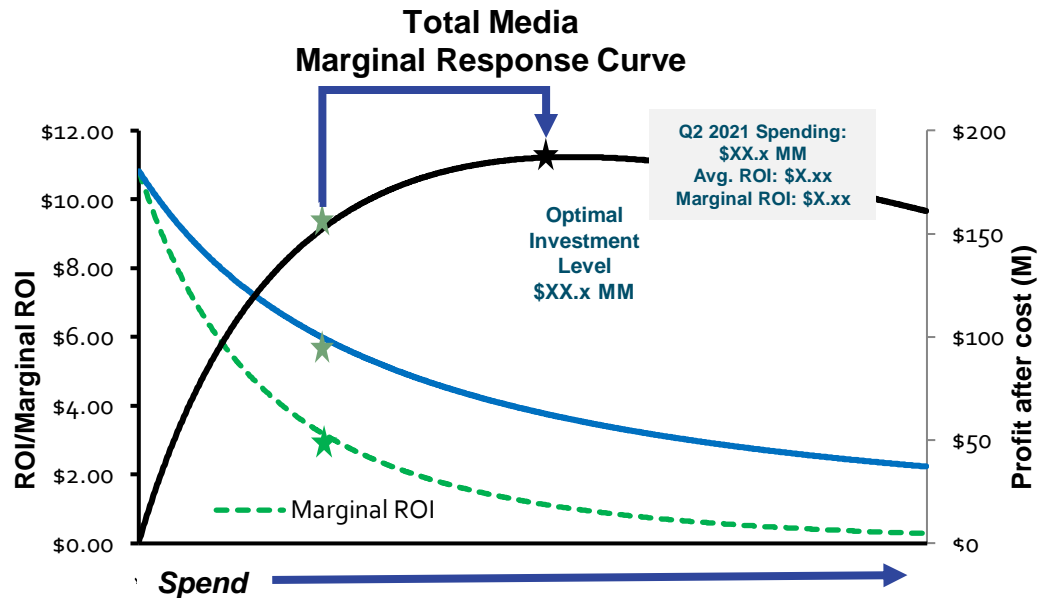


# RESTAURANT CASE STUDY: EXAMPLE RESULTS

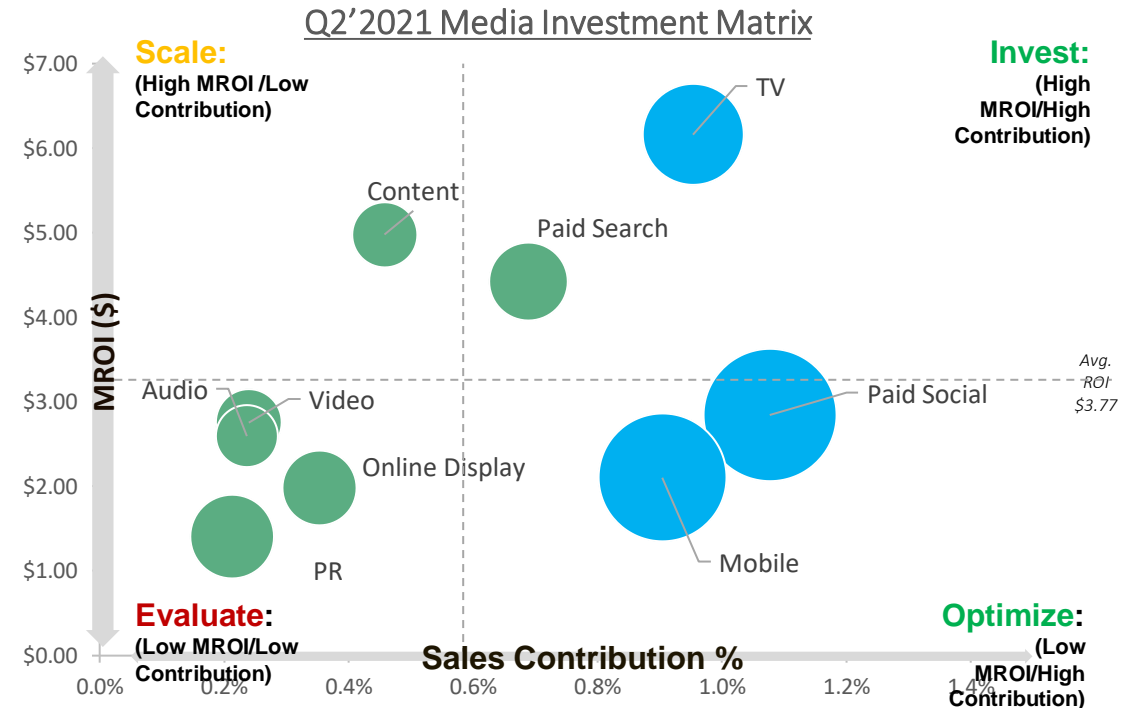
Client's traditionally low media investment brand relative to benchmarks – brand re-engaged consumers post COVID through brand TV and addressable platforms such as mobile/location based and social

**Q2 Recommendation to CFO: Invest Beyond Historical to Avoid Base Erosion and Drive Brand Imagery**

Media Channel	Q2 2021 Investment	Optimal Spend	% Change Spend	ROI	Optimal ROI	% Chg.. ROI
Total Media Spend Q2-2021	\$xx.xMM	\$xx.xMM	120%	\$x.xx	\$x.xx	-38%



**All Marketing Tactics Demonstrate Positive MROI - Opportunity to coordinate with Store Re-openings, Uber Eats, and Mobile Ordering**



# RESTAURANT CLIENT: ACTIVATION OF RESULTS

## Action Items Implemented: Media, Business Ops, and Innovation

MEDIA EXECUTION	CAMPAIGN PLANNING	BUSINESS OPS AND ALIGNMENT	INNOVATION AND CATEGORY GROWTH
<p><b>Expand TV</b> to Cable, Prime and Apex to enhance channel productivity to drive <b>10% incremental sales</b> across all Product Categories</p> <p><b>Divest</b> \$x.xx from Discovery, Disney and Vevo partners - reallocate towards more effective partners and messaging impact varies across vendors</p> <p><b>Invest</b> \$x.xx in Content and \$x.xx Search as they benefit from each other</p>	<p>Reinvest \$x.xx to Seasonal campaigns to connect with consumers and drive purchase frequency (expected incremental revenue per customer is \$x.xx)</p> <p>Continue leveraging Broad Reach channels behind Loyalty to generate drive sales from existing consumers while expanding the program</p> <p>Built next best offer-based engine using AI techniques to personalize offers at the customer level</p>	<p>Continue to drive customer service by <b>expanding delivery areas across primary markets</b> focusing on improving drive-thru efficiency (build partnership with Uber Eats)</p> <p>Change store format for social distancing to increase traffic by 29%, supporting in-store products</p> <p>Use AI based recommendations to predict store opening/closing, migration to drive thru, and align offers with customers based on store locations</p>	<p>Reinvigorate Espresso Cold and Hot Categories (specifically Americanos, Cappuccinos, Flat Whites, Lattes, and Macchiatos) thru innovation behind key menu items and “add-ons” with incremental Media support, given Q1 2020 softening in sales</p> <p>Increase media support to drive Base Sales (offset erosion due to COVID) across large, well-established categories to drive topline growth, as well as in key Brand Pillars</p>