



**Sizzling Success:**

**Jack in the Box's DOOH Campaign Delivers 8.8% Lift in Foot Traffic**

Jack in the Box, alongside its agency Posterscope, set out to spark excitement for its mouthwatering innovation, the Cheddar Loaded Cheeseburger while drawing hungry diners to its restaurant locations. To achieve these goals, Jack in the Box turned to Vistar Media to craft a precisely tailored DOOH campaign.

Harnessing static and video out-of-home creatives, the campaign seamlessly unfolded across indoor and outdoor venues, embracing every step of the consumer journey.



MALLS

BILLBOARDS

GYMS

BARS

DISPENSARIES

GAS STATIONS

URBAN PANELS

## COMPETITIVE CONQUESTING:

Vistar's partnership with Foursquare allowed Jack in the Box to reach customers who frequent competing fast-casual restaurants by deploying DOOH ads at the exact moments and places they were most likely to be.



## PROXIMITY TARGETING

The QSR brand focused on consumers in twelve key U.S. markets, implementing a strategy crafted to capture and captivate them within a 2-mile radius of its locations.



## MEASURING IMPACT:

To understand the surge in foot traffic to its restaurants, Jack in the Box joined forces with Vistar Media and Foursquare, conducting a foot traffic study based on DOOH exposure.

“We are thrilled with the results from this campaign and felt that DOOH drove traffic into our locations during a key time period, plus helped us reach key sales objectives.”

**Jaime Ogus**  
Senior Regional Marketing Manager  
*Jack in the Box*



## Successful Results

**49M+** DOOH Impressions

**+8.8%** Lift in Foot Traffic

**1.3M+** Store Visits