



MMA CASE STUDY

SMARTIES

**Little
Caesars**

Campaign Summary

Facing increasing competition in the QSR pizza category, Little Caesars wanted to reach on-the-go consumers with value messaging in order to sway mealtime decisions. The company partnered with ThinkNear and Placed to geo-target relevant consumers with dynamic creative able to navigate them to the nearest Little Caesars store. The campaign delivered the lowest cost-per-store-visit in the ThinkNear platform's history and drove record conversion rates.

Strategy

Objective and Context:

Competition in the QSR pizza category has increased significantly, as has consumer smartphone adoption. Little Caesars wanted to design a campaign that could get on-the-go consumers into stores. The challenge was to effectively drive and measure action that would make the Little Caesars brand relevant in an extremely cluttered category.

Target Audience:

Little Caesars needed to reach fast-food enthusiasts at the relevant moment: when deciding what to have for dinner. Consumers rarely wake up in the morning and know exactly what they will be eating that day. Finding people at the right place and time would be critical to driving traffic to Little Caesars stores. The campaign focused on targeting African-American and Hispanic pizza eaters.

Creative Strategy:

In order to most effectively reach and influence consumers when they were deciding what to eat, Little Caesars focused on hyper-local and geo-locational opportunities. The company partnered with ThinkNear and Placed to reach consumers at the right mealtime moments through an activation targeting fast-food enthusiasts who were on the go and in the vicinity of either a Little Caesars or competitor location. Through a combination of geo-targeting abilities and location-aware dynamic ad units, Little Caesars could serve an ad within a desired location and navigate the consumer directly to the closest storefront.

Execution

Overall Campaign Execution:

The campaign was focused on mobile.

Mobile Execution:

The campaign used mobile tactics to intercept consumers who were physically close to a Little Caesars location and about to make a mealtime decision. The campaign found consumers looking for dining options within geographic areas and served them action-based media. ThinkNear allowed Little Caesars to target consumers using relevant dynamic location data. Placed is the largest opt-in location panel, with more than 170,000 users who have downloaded the app and shared their locations to redeem rewards.

Locations of Little Caesars stores were preloaded to gauge whether a consumer was within walking or driving distance, and the resulting creative ad unit would update dynamically with the nearest location and turn-by-turn directions. Working with its campaign partners, Little Caesars could target consumers and measure resulting in-store traffic. The campaign leveraged both opt-in targeting data and opt-in panelist data to ensure the best possible consumer experience.

Results

At only mid-campaign, the execution exceeded all brand expectations. Geographically targeting consumers with value messaging as they navigate the mobile web near a Little Caesars location has driven more than 40,000 store visits. ThinkNear has been able to optimize its targeting to find mealtime decision-making moments, prompting the lowest cost-per-store-visit in ThinkNear's history: \$1.35, more than 900 percent below ThinkNear's average. The campaign also drove a record high conversion rate of 2.16 percent.

Source

"Little Caesars." 2014 MMA Finalist Global and North America Location-Based. Brand: Little Caesars.
Lead Agency: Horizon Media.