

RADIO case study

Norbella for Bertucci's

Background

- The casual dining industry has seen attrition in the ultra-competitive dining landscape.
- Restaurants within the category are struggling to drive traffic while keeping ticket prices consistent.

Objectives

- Increase awareness for Bertucci's in a critical market, Boston, MA
- Drive foot traffic
- Increase year-over-year same store sales

Strategies

- Leverage the core equities of radio as the lead medium to meet Bertucci's goals and overcome lagging sales in its #1 market, Boston, MA.
- Partner with Greater Media to reach and communicate the core campaign message and provide the flexibility and resources needed for a cross-channel and multi-faceted campaign.

Solution

"Pay It Forward"



Greater Media's 5 Boston radio stations invited listeners to eat at their local Bertucci's for a chance to meet their favorite DJ, win dinner and pick another table to enjoy a free dinner.

- :30 vignettes ran across all stations to create excitement for the promotion.
- Campaign kicked off with live endorsements from popular on-air personalities.
- Bertucci's catered lunch for DJs and staff, allowing them to sample and speak organically about Bertucci's quality meals on-air.
- These endorsements ran throughout experiential, social, web and PR activations in addition to the traditional over the air spots.
- All stations brought film crews to the appearances and created short videos which they shared on their websites and social channels.



Results

- The campaign generated thousands of engagements on Facebook, Twitter and Instagram.
- Bertucci's restaurant foot traffic and YOY sales in Boston increased in 11 of the 14 weeks surrounding the campaign on-air dates, resulting in a positive overall increase in sales for the quarter.
- Norbella Media took top honors in "Best Use of Radio" category at the Ad Club Boston's 2014 Maven Awards.