

HOLIDAY PLAYBOOK

GroundTruth Holiday Magic: Tailored Restaurant Advertising Strategies

As consumers gather to celebrate and share a meal during the holiday season, strategies such as promotional events and seasonal offers are extremely effective within the restaurant vertical. Read ahead for more!

In this playbook, we'll highlight:

- Pertinent diner trends
- Benefits of an omnichannel approach
- Restaurant specific tactics to get hungry diners through your doors

Overview

According to Restaurant Dive, **63%** of adults planned to eat out during the 2023 holiday season¹. With GroundTruth's advertising tactics and media platform, restaurants and quick service eateries can easily reach this large group of festive diners at the right time and drive visits to their dining locations. Create compelling holiday campaigns that resonate with your intended audience!



Holiday Insights: Festive Feasts

GroundTruth collects valuable audience insights and analyzes demographic breakdowns derived from our first-party data, specifically tailored to the holiday restaurant scene. Here are some insights we found that are relative to holiday diners.

Top Indexing Audience Groups who Visit a QSR Location During the Holiday Season²



Mall Shoppers



Foodies



Grocery & Supermarket Shoppers

Top Indexing Category Locations for QSR Diners During the Holiday Season²



Hotels



Shopping Centers & Malls



Grocery Stores

GroundTruth Audience Targeting

GroundTruth leverages consumer visitation patterns and demographic data to allow you to effectively target audience segments who are more likely to enjoy a meal at a restaurant during the holiday hustle.

Sample of Behavioral Audiences

- Casual Restaurant Visitors
- Fine Dining Restaurant Visitors
- Quick Service Restaurant Visitors
- Specialty Restaurant Visitors

Sample of Location Categories

- Bars
- Coffee Shops
- Diners
- Restaurants



Peak visits to QSR locations during the holiday season came from these demographics:

- Age: 45+
- Household Income Distribution: <\$50K
- Gender: Female



Did you know?

The average distance consumers traveled during the holiday season to visit a QSR dining location was 5.8 miles².



Strategic Holiday Tactics for Restaurants



Proximity Targeting

Reach potential diners by geofencing around points of interest related to QSR such as Casual Restaurants, Quick Service Restaurants, and Cafe and Coffee Shops. This real-time location tactic allows you to drive more visits to your dining location.



Weather Triggering

Weather can be a big motivator to drive people to crave certain foods, or to order pick-up or delivery.

Weather triggers related to the restaurant vertical may include:

- Rain Probability
- Snow
- Temperature
- Wind



Competitive Conquering

This strategic marketing approach allows you to target individuals who have visited a specific location, such as your competitor's restaurants, and steal market share.

Reach competitive audiences across:

- Mobile
- Desktop
- CTV/OTT



Custom Audiences

Create tailored segments for audience targeting by layering visitation data, behavioral attributes, demographic details, first-party data, third-party data, and/or CRM data.

Target custom audiences like:

- Loyalists
- Purchase-based segments

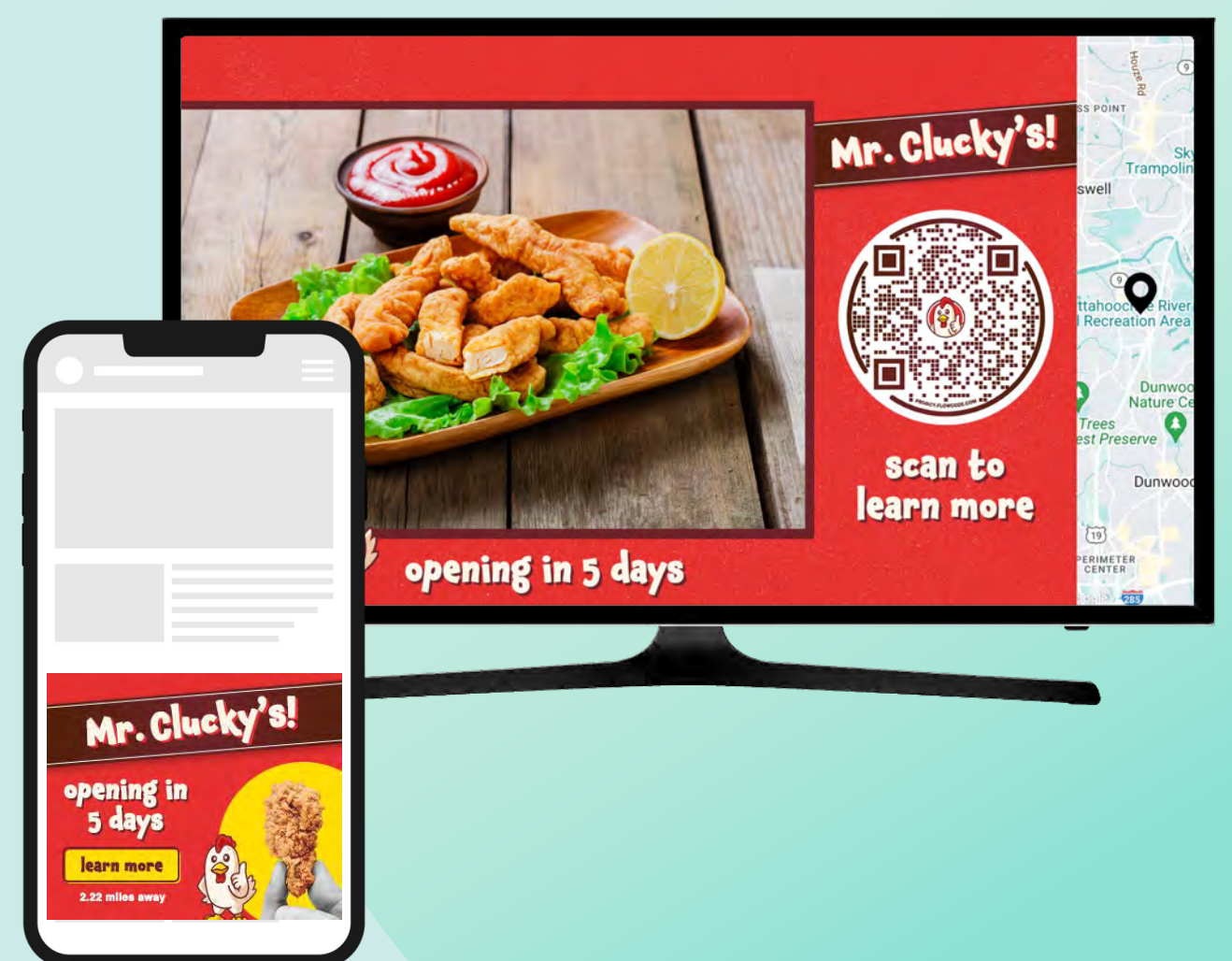
Creative Spotlight

■ Include a call to action

A call to action (CTA) allows potential diners to easily click to view your menu or offerings. Utilize dynamic distance overlays as an eye-catching creative.

■ Utilize an omnichannel approach

Based on GroundTruth visitation data, we found that diners who were served with both CTV and mobile ads were 2.5X more likely to visit the target restaurant compared to those served only a CTV or mobile ad.



An Omnichannel Approach

By seamlessly integrating different channels, you ensure that your brand stands out among a bustling crowd of hungry diners. Drive real business results with GroundTruth's different channel offerings and creative capabilities.



CTV | OTT

Leverage content level targeting to reach households with specific interests, such as Food & Home.



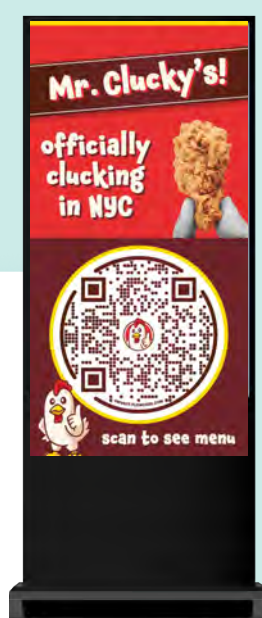
Direct Mail

Personalize your messaging and offer holiday-themed limited time offers to capture the attention of prospective diners.



Desktop | Tablet

Retarget and emphasize your message across multiple devices.



Digital Out-of-Home (DOOH)

DOOH is a great channel to use within the QSR vertical, reminding diners of your restaurant's offerings while they are on the go.



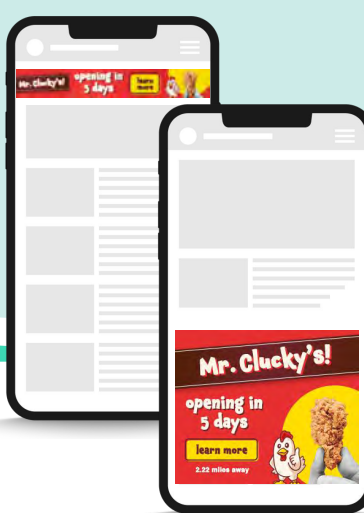
More Options

Extend your advertising with print, linear TV, and full-page magazine ads with Addy, a division of GroundTruth.



Mobile

Engage with hungry consumers at multiple touchpoints along the consumer journey.



Success Story Spotlight

Fast-growing QSR chain, Dave's Hot Chicken, partnered with GroundTruth to drive a steady flow of foot traffic across both new and repeat diners to target locations in key markets.

In this mobile-focused ad campaign, Dave's Hot Chicken leaned on a mix of Audience Targeting and Real-Time Targeting tactics to reach potential diners on their most-used device.



Real-World Solutions

- **Audience Targeting:** Hyper-focused on audiences that had similar behaviors to their loyalists, frequently visited their competitors' locations, and aligned with key Behavioral Audiences such as Foodies and Late-Night Diners.
- **Real-Time Targeting:** Reached nearby potential diners who were either already on the Retail Block of the target location, within a 5-mile radius, and in geographical pockets with high affinity to the brand, which is GroundTruth's proprietary targeting product, Neighborhoods.



Results



1.4K+

Visits driven by GroundTruth media



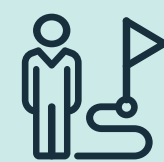
2X

Return on Ad Spend (ROAS)



7.8%

Average sales lift in markets supported by GroundTruth media



75%

Of visits driven came from new or infrequent visitors

About GroundTruth

GroundTruth is a media platform that drives in-store visits and other real business results.

¹ Restaurant Dive, ² GroundTruth Visitation Data



@groundtruthco