



CASE STUDY

# Jack in the Box Answers the Cravings Call with Local Measurement



# The Setup



In a crowded QSR market of competitors replicating each other's successes, Jack in the Box knows who they are, and really lean into it. As one of the nation's top fast-food burger chains with over 2,200 quick-serve restaurants in the U.S. and Guam, Jack in the Box is the convenience their consumers look for when cravings hit, offering one of the largest and most distinctive menus in the quick-serve restaurant space.

In partnership with their agency, Carat, Jack in the Box wanted to better understand the effectiveness of their media investment across channels, screens, markets and partners on both a national and local level. The campaign strategically delivered custom creatives to local markets to more closely align with the brand's intended audiences while they game, hang, or do their thang. In order to gather a more detailed look at how these markets were performing, and how the brand could scale

their success on a national level, the team partnered with VideoAmp to utilize a custom local measurement report.

The hyper targeted campaign reached 21.47M households across linear and digital channels. Whether audiences were looking to "pop off" or become "Breakfast Famous", Jack in the Box successfully extended awareness for new menu items to core audiences on streaming and premium entertainment environments.



# The Campaign

## Goals

**Visualize** and manipulate data to compare success across local markets through a variety of metrics.

**Uncover** opportunities for cost savings by understanding where the brand is over or underinvesting across digital and linear mediums.

**Achieve** incremental reach across local markets in the first four weeks of the campaign.

## Approach

**Develop** custom reports with new interactive features to enable the brand to see reach and frequency, based on impressions and households, allowing for comparisons across channels at the local and national level.

**Measure** effectiveness on a local level, uncovering how custom tailored creatives were performing amongst those audiences.

## Results

21.47M

Households Reached  
Across Channels

6.12M

Incremental Unique Users  
Reach Across Digital

“Having the ability to visually manipulate data in a platform capability was something we were really excited about. With a partner that empowers us to use our data to drive success, we’re able to not only better serve our customers, but continue to push advertising boundaries in the QSR space.”

– Brooke Bowhay,  
Director, Planning and Activation, Carat