



Long John Silver's and Ad Cucina  
Achieve 10% Efficiency in Cost  
Per Store Visit, Reaching Local  
CTV Audiences at Scale



# The Setup



As one of the largest quick-service seafood chains and home to more than 600 restaurants nationwide, Long John Silver's builds on the belief that unique seafood experiences from coast to coast should be accessible to all. With advertising strategies varying per local market, the brand, in partnership with their agency, Ad Cucina, was looking to take a holistic yet targeted approach to reaching audiences across platforms. By utilizing more innovative investment opportunities, the team reached across CTV and linear channels to drive more traffic to restaurant locations at a more optimal cost.

The brand and agency partnered with VideoAmp to leverage advanced targeting and measurement capabilities, made possible by one of the largest commingled, deduplicated and enriched Set-Top Box (STB) and Automatic Content Recognition (ACR)

television exposure datasets in the industry. By suppressing audiences who had seen a Long John Silver's linear spot in one of the 35 markets they were running, the campaign was able to reach audiences incrementally across OTT channels. In the 65 markets without a linear investment, the campaign increased brand awareness and engagement for the brand and its menu. Both strategies' goal was a measurable improvement to cost per store visit (CPSV).

By focusing on identifying and engaging with audiences in more meaningful environments, the brand was able to increase cross-screen efficiencies and execute a hyper local campaign at scale. Moreover, the partnership resulted in a \$1.16 CPSV, a 10% increase in efficiency.



# The Campaign

## Goals

**Uncover** high value advanced audience segments to include NFL, MLB and College Football fans.

**Reach** local audiences incrementally across linear and digital channels, in markets with and without linear buys.

**Capture** share of market among competitors by increasing brand awareness among potential and returning consumers.

## Approach

**Utilize** VideoAmp's commingled TV dataset to better identify advanced audience segments, beyond age and gender, on a local level.

**Measure** changes in foot traffic throughout the campaign with FourSquare, to better understand cost per store visit (CPSV).

**Optimize** spend across channels, including CTV, to reach incremental audiences in markets with a linear buy, and increase brand awareness in those without.

## Results

\$0.12

CPSV Savings

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"VideoAmp's segmentation capabilities are quite impressive, and their reporting and recommendations provide value for future buys. With the majority of our sales made in restaurant, store visits are often our brass ring metric. VideoAmp delivering a \$1.16 CPSV showcases the value of this type of offering".

— Dawn Polizzotti  
SVP, Digital, Long John Silver's

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