

A national Cable Services Provider came to Digital Pointes for help in measuring the efficacy of their regional TV advertising campaign for a popular QSR that had pivoted to drive-in/curb-side delivery during the COVID-19 shut down.



The goal of the campaign was to let consumers know that the brand was still open and serving their products.

Digital Pointes collected observation data from four major MSA's during and after the TV campaign.

Not only did Digital Pointes collect observations from the advertising brand, we also collected data from the three major competitors in the QSR vertical (200 locations). Once collected, the campaign results were nothing but impressive!



The resulting measurement definitively proved a 2.5 % to 6.75% increase in visits (trending upward from campaign start to finish) from the audience that was exposed to the TV campaign! On average there was a 3% decline across the other brands in the same MSA's, within the same time period.