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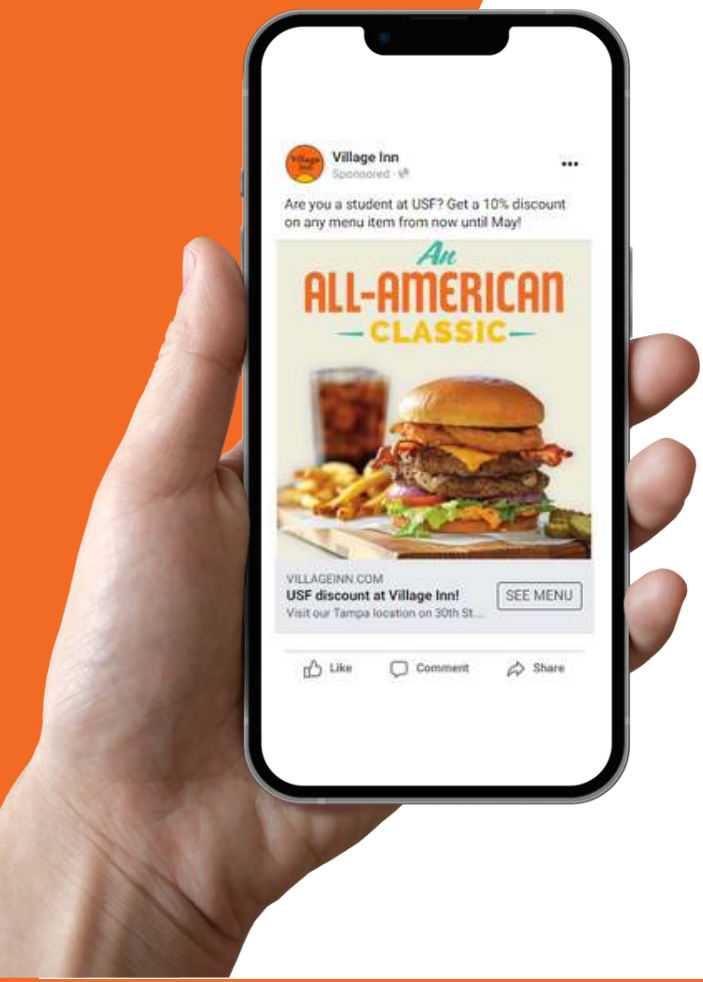
Village Inn

— 2022 Case Study —

OBJECTIVES AT A GLANCE

- Employ Activation Bridge
- Deploy multi-touch attribution
- Utilize Paid Social + Search



CHALLENGE

Village Inn is a casual-dining restaurant chain in the United States, known for serving quality all-day breakfast endures and carries over to our lunch, dinner and award-winning pies. With six decades of success, the corporate and franchise restaurants total more than 100, located primarily in the Rocky Mountain region, the Midwest, Arizona and Florida.

Previously Village Inn used outdoor, TV, ValPak (Direct Mail Marketing), and radio tactics but did not see a real return on investment or uptick in their restaurant locations. They also were not able to localize their marketing messaging per location or target a younger demographic. There was a need for both understanding and applying relevant digital marketing tactics.

APPROACH + STRATEGY

We partnered with Village Inn so that we could employ our proprietary strategy “Activation Bridge” to invest in an attributable solution.

We created a unique and localized strategy for each of their 45 stores, based on each one’s demographics, psychographics, and media usage patterns of their respective consumers.

43,088,158
Impressions

EXECUTION

We were able to leverage Google, Facebook/Instagram, Yelp, and other digital platforms to drive conversions. Each store had a unique CTA, including store visits, phone calls, online orders, directionals, and leads.

Village Inn is a Family restaurant with home-cooked meals, we need to use this in our brand messaging as well as new creatives to give the classic, a fresh new look.

51,520
Leads

51,399
Store Visits

$1.86
Cost Per Lead

> They're straight shooters... they are accountable for what they produce + our results are exceptional
>
> **- Paul Walker**
> Dow Sherwood CEO

RESULTS

We not only sold fresh home cooked pancakes, but, we drove millions of impressions, grew first party data, and drove ROI through store visits. Through the activation bridge, they have engaged, and nurtured users, while also developing customer lifetime value.