



# case studies

because it matters

## Rockin' Baja Lobster Media Partnering

### Opportunity:

Las Vegas is home to some of the finest dining establishments in the world, with many world-class celebrity chefs owning two or more restaurants in the market. It would be incredibly easy for a small beach-themed franchise entering the market for the first time to be overshadowed by such competition.

We saw it as an opportunity. By partnering with select media outlets and developing niche messages for each station demographic, we knew a combination of media remotes and concentrated media buys would provide a significant impact.

### Outcome:

After a week long pre-opening promotion and for four weeks following the grand opening, patrons waited as long as 30 minutes to be seated. In addition to one of the most successful openings in the history of the franchise, customers have opted in for several patron engagement programs: a birthday club, golden sombrero club, video poker club, and online database marketing program.