

Case Study

A national quick-service restaurant (QSR) chain leveraged Choozle to extend the reach of their traditional broadcast TV buys to viewers in targeted DMAs by employing connected TV advertising.

The Objective

- Extend broadcast TV buys in targeted DMAs
- Align video ads with premium connected TV content
- Achieve a video completion rate (VCR) of 80% or more

The Solution

A national quick-service restaurant (QSR) chain needed to extend the reach of its brand awareness campaign to target potential customers who are inaccessible through traditional broadcast TV buys. While the restaurant chain was reaching viewers with their broadcast TV buys, they were missing out on potential customers that don't have a traditional cable subscription.

The Choozle platform allowed the restaurant chain to supplement its traditional broadcast buy with connected TV advertising. Using this strategy, they were able to reach their target DMAs through premium connected TV content and achieved a VCR of 95 percent.

Their connected TV campaign focused its video ads across sports, national networks, and live-streaming television content, including DIRECTV Now and Sling TV content. This strategy allowed them to extend their reach to a new and distinct audience in addition to aligning video ads with premium, live-streaming television content.

As a result, the restaurant chain was able to reach its top ten DMAs and mid-tier markets, without sacrificing quality content or performance. Throughout the campaign, VCRs averaged 95 percent across premium CTV inventory.

Key Results

**Extended
the reach
of their TV buys
from broadcast
TV to cord-cutter
audiences**

**Served ads across
premium TV
content while
successfully
scaling budget
in regional DMAs**

**Achieved an
average VCR of
95%**