



Industry | Food

NATIONAL BRUNCH FRANCHISE SEES THE SUNNY SIDE OF ENGAGEMENT WITH FULL-FUNNEL STRATEGY



Objective

Our goal was to increase OEB’s overall engagement to support their growth across Canada, while understanding what specifically worked for the brand to inform their expansion into the United States.

Challenge

We needed to crack how to refine the campaign targeting strategy to ensure we were maximizing marketing investment on high-potential, high-intent prospects, while supporting OEB’s plans to open new locations.

Strategy

Awareness

Platforms like Hyper Display, Hyper Video, and YouTube were key for raising broad awareness and building familiarity with OEB’s offerings. These channels allowed us to reach audiences who frequently dine out, with visually engaging ads showcasing OEB’s varied menu and aesthetic atmosphere.



Consideration

We focused on TikTok and Meta (Facebook/Instagram) to drive deeper engagement with users who were deemed likely to visit an OEB location. TikTok effectively captured a younger demographic, while Meta helped us reach millennial and Gen X audiences. Both platforms drove qualified traffic to the OEB website, where users could learn more about locations nearest to them and peruse current menus.



Conversion

Search ads on Google were used to capture individuals actively searching for brunch or breakfast spots. Bidding on both branded and non-branded keywords ensured we could convert those who were already considering OEB, as well as those searching for similar dining options nearby.



Our targeting was based on interests and behaviors such as frequent dining out, and engagement with competitor websites. Lookalike audiences were used to expand reach, and website retargeting ensured we recaptured users who had previously visited the site but had not yet interacted.

The Content Strategy included a mix of static and video ads that highlighted OEB’s dishes and unique offerings. Ads were optimized for driving traffic to the website, with creatives refreshed monthly to feature seasonal promotions and prevent ad fatigue.

Results

62%
COMPLETION RATE

62% Ad Completion Rate for high-intent, high-potential audiences on Hyper Video by strategically allocating the budget across key regions and platforms to ensure precise targeting of the right audience at the optimal time.

EXCEEDED INDUSTRY BENCHMARKS
BY OVER 127%
ON SOCIAL PLATFORMS

76%
HIGHER CTR

76% higher CTR compared to industry standards on Google Ads, focusing on key markets that are critical success

Client Testimonial

"Working with LoKnow over the years has been an invaluable partnership for OEB. As the advertising experts, they've consistently provided solutions that adapt to our evolving goals. Their team provides exceptional support, proactively suggesting fresh ideas to keep our strategies dynamic and effective in a competitive market. LoKnow has been instrumental in helping us connect with our audience and grow our brand, making them a trusted extension of our marketing team." - Senior Marketing Manager

READY TO SEE EGG-CEPTIONAL RESULTS ON YOUR NEXT CAMPAIGN?

BOOK A CALL WITH OUR TEAM.

Book Now



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LOVE ADVERTISING



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