

# The perfect blend:

How a multinational coffeehouse chain raised awareness and drove footfall using an omnichannel strategy.

Discover how we did it

As stores began to reopen in Canada following COVID-19 lockdown, a coffeehouse chain was committed to promoting a safe and familiar experience for their customers. To achieve this, the brand wanted to encourage visits to their locations using mobile order payments.

Here's how MiQ used an omnichannel approach to help achieve this goal.

## What was the order?

As COVID-19 shifted consumer behaviours to the digital world, the brand wanted to **re-engage people via their app** to promote mobile forward ordering across drive-through, in-store, and curbside. To do this, they had two main goals:

- 1) **Boost awareness for the coffeehouse chain rewards app as stores reopened** following loosened COVID-19 restrictions.
- 2) Reassess and understand customer store visit patterns in a changed landscape.
- 3) Drive conversions through Coffee chain rewards



In order to build brand awareness for the app, influence orders and drive visits to the chain's store for pick-ups, we used an **omnichannel targeting approach** to deliver the highest audience reach with the most impact.

Through this approach we reached audiences through **Connected TV channels** and across **Mobile and Desktop channels**.

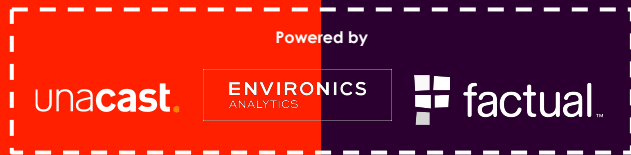


Mobile & Desktop



Connected TV





## Connected TV

We targeted **video ads** on premium OTT inventory towards:

- Audiences based on contextual search behaviours
- Audiences who visited the brand's store or competitor store
- Audiences who indexed higher for purchasing going into the chain's store or drinking coffee



## Mobile & Desktop

MiQ targeted **video ads** towards:

- Loyalists and lapsed customers using CRM data
- Coffee drinkers with no affinity to a brand 'QSR switchers'
- Audiences based on contextual search behaviours

We targeted **display ads** towards audiences who visited a store or competitor store (based on real-time or historical data).

MiQ retargeted **display ads** towards audiences who had been exposed to a connected TV ad.



Throughout the campaign we observed overall visitation and cross-visitation trends between the brand and its competitors.

We also looked into time of day trends and audience comparisons to get a deeper understanding of the customer and customer journey.

### This is what we found:

#### Spike in visitation during the afternoon



The coffeehouse brand had traditionally observed spikes in visitation during weekday mornings and evenings. Due to COVID-19 & the emergence of work-from-home norm, we identified a spike in visitation during the midday hours and evenings instead.

**Key takeaway:**

Change focus from mornings to more afternoon coffee pick-me-ups.

#### Increased local tourism impacts the brand's most visited locations



In the summer, Banff & Montreal stores saw a spike in footfall due to increased local tourism - as international travel was limited.

**Key takeaway:**

Understand how to optimize budget to regions and cities with higher footfall.

#### Younger audiences are mainly QSR switchers



Through our campaign, we observed that majority of the chain's customers are a younger demographic (typically lower-income/student visitors) with no affinity to a coffee brand (QSR switcher).

**Key takeaway:**

Leverage demographic nuances within QSR switchers to inform tactics and measurement strategy.



Coffeehouse Chain

The results were outstanding! We were able to show the value in an omnichannel targeting approach.

2.8X

Audiences were **2.8x more likely to visit a store** when exposed to MiQ's **omnichannel campaign** in comparison to those that were not exposed to the campaign

2.0X

Users were **2x more likely to visit a location** when exposed to a **Connected TV** and Connected TV to digital retargeting ad

↑ 8%

Through the omnichannel approach, MiQ drove 8% of the visitors

# RESULTS



CA CASE STUDY