



## BRIGHT AGE HELPS GROWING RESTAURANT CHAIN DOG HAUS INCREASE AWARENESS, DEVELOP AN ENGAGED LOCAL AUDIENCE AND BUILD BRAND LOYALTY.

**NAMED AS THE “HOT DOG OF THE FUTURE” BY FAST COMPANY, THIS RAPIDLY GROWING RESTAURANT CHAIN CHOSE BRIGHT AGE TO DEVELOP A LOCAL FACEBOOK PRESENCE AND BUILD BUZZ LEADING UP TO THE GRAND OPENING OF THEIR FIRST FRANCHISED LOCATION.**

### Company Background

Dog Haus is a craft-casual hot dog chain, founded with passion for quality and community. The first restaurant opened in Pasadena in 2010. Dog Haus currently has three company-owned locations in the greater Los Angeles area and one franchised location in Canoga Park. Dog Haus prides itself on an authentic eating experience with 100% all-beef skinless Haus Dogs, Haus Sausages and 100% natural black angus beef burgers on grilled King’s Hawaiian Rolls. Dog Haus aims to provide its guests with a memorable experience that leaves them satisfied and wanting to come back.

### The Situation

How do we create word of mouth and buzz when the restaurant is still weeks away from opening? Our challenge was to educate a new geographic region, unfamiliar with the Dog Haus brand regarding the opening of the first franchised restaurant in Canoga Park. We needed to develop relationships, build buzz and excitement leading to a huge grand opening event. Having a successful grand opening can serve the purpose of introducing Dog Haus to the community, build an initial base of brand advocates, and generate awareness in Canoga Park and surrounding towns.

We sought to develop an innovative strategy utilizing Facebook to quickly develop an online community centered around the new Canoga Park location. It was important to target the local demographic efficiently and effectively. We planned to segment our messaging into two age groups; adults and students. By segmenting our targeted audience it would ensure greater conversion and engagement.

After acquiring new Facebook followers, we planned to continue to keep our community engaged by developing creative social media posts that are both attention-grabbing and prompt engagement.

Leading up to the grand opening we were determined to ensure all customer questions and concerns were addressed timely, professionally and in accordance with corporate guidelines. By addressing customer inquiries we planned to develop relationships with consumers prior to their first in-store experience.



DOG HAUS Canoga Park is opening THIS SATURDAY, JUNE 14! To celebrate we are giving away FREE HAUS DOGS to the first 1,000 visitors, while supplies last! #GetStuffed



46,064 people reached

Like · Comment · Share

Nancy Armstrong, Sindy Post, Amanda Martinez and 1,028 others like this.

289 shares

### CHALLENGE

Develop an innovative social media strategy designed to build awareness of the first Dog Haus franchised location. It was crucial to educate a new audience about Dog Haus, develop relationships, build excitement and buzz leading to a huge grand opening event.



### SOLUTION

We developed a strategic Facebook campaign to introduce Dog Haus to Canoga Park and generate excitement ahead of the restaurant’s opening. This plan included developing a targeted set of Page Like ads with messaging tailored to both adults and students in two unique ad sets. Upon converting our target market into Facebook followers we developed posts designed to get our audience to crave Dog Haus in the weeks prior to the grand opening.

### RESULTS

- Over 274,000 social media impressions were generated prior the grand opening of Dog Haus Canoga Park.
- The grand opening promotion post received over 2,700 post engagements with a Click-Through-Rate of 7.57%.
- Facebook Page Likes increased 1,636% to 1,649 prior to grand opening.
- Over 1,000 meals served on opening day and an average of 350 meals per day during the first month open.

## The Solution

Bright Age developed a Facebook strategy to introduce Dog Haus to Canoga Park and generate excitement ahead of the restaurant's grand opening. We ran several types of Facebook ads to raise awareness including Page Likes, Boosted Posts and Page Publishing.

For our Page Like objective we created two ad sets targeting adults and students both with unique messaging. By developing unique messaging targeted by age range we were able to reduce the cost per Page Like by increasing the Click-Through-Rate. We also added a teaser to build anticipation for our upcoming grand opening special offer.

In order to ensure high attendance on grand opening day we created a boosted post highlighting the grand opening event and opening day offer. Our boosted post was designed to build anticipation, encourage sharing, and drive viral and organic impressions.



### ADULT FOCUS<sup>1</sup>



### STUDENT FOCUS<sup>1</sup>



1. Week One Facebook Likes Campaign Targeted Messaging

## The Results

We attained phenomenal results exceeding all of our objectives. The overall success of this campaign was easily measured through social media metrics as well as the number of daily meals served. Dog Haus Canoga Park opened with a bang, serving over 1,000 meals on opening day. In the first month they continued to receive a non-stop flow of guests, serving an average of 350 meals per day in the weeks following the grand opening.

In the two weeks building up to the grand opening, we achieved a growth of 1,636% in Page Likes on Facebook. By segmenting our messaging toward adults and students, we attained a Click-Through-Rate of over 7.2% and received over 38,000 Impressions during the first week of our campaign.

We also received over 274,000 Facebook Impressions, 5,515 Total Interactions, 4,176 Total Likes, 796 Comments and 543 Post Shares. Our Grand opening grand opening promotion post received over 2,700 post engagements with a Click-Through-Rate of 7.57%.

## Facebook Testimonial

"Bright Age is very knowledgeable about the platform and Facebook's best practices. Their attention to detail and determination in wanting success for your end client is exceptional. There were many successes that you and your end client should be very proud of.

The Grand Opening Announcement Post was a huge success. Out of 3,387 clicks, there were 2,445 page post engagements so the majority of the potential audience engaged with it that clicked on it, which is exactly what you want them to do. This was all at a cost of \$0.12 per post engagement which is outstanding. Your CTR of 7.57% is phenomenal - I actually haven't seen a CTR that high in quite some time. It was a pleasure working with Bright Age on the Dog Haus Campaign."

Marie Camarano – Facebook Account Manager