



**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.

**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.



**CAMPAIGN RESULTS**



MEALS SERVED ON OPENING DAY  
**1,000+**



PAGE LIKES GROWTH  
**+1,636%**



IMPRESSIONS PRIOR TO GRAND OPENING  
**274,000**



ENGAGEMENTS ON GRAND OPENING POST  
**2,700+**



**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.