

WE HELPED INCREASE ORDERS FOR GRUBHUB

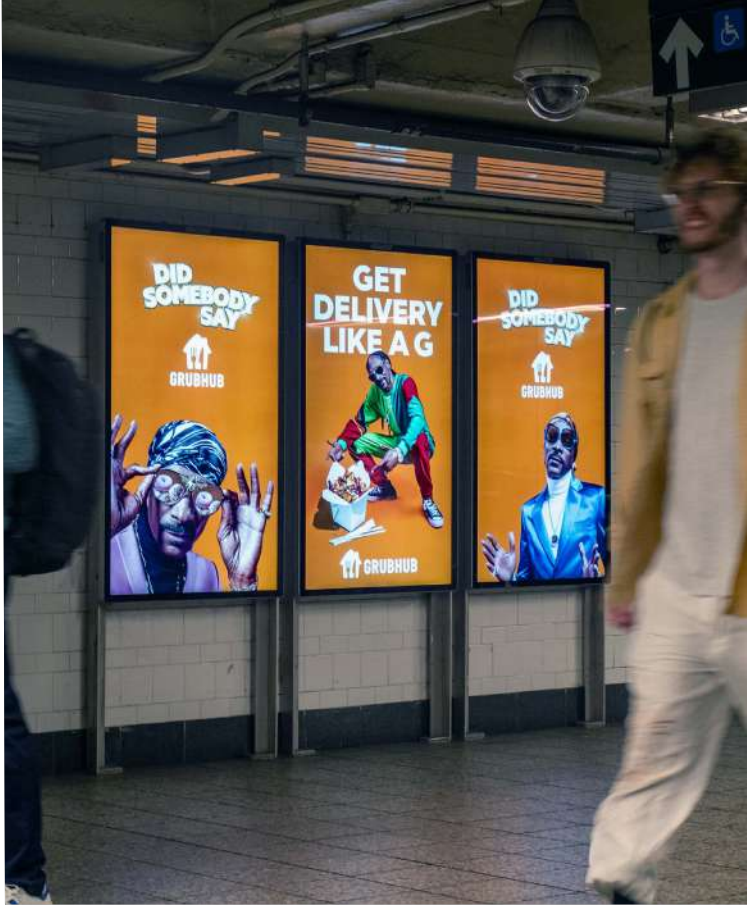
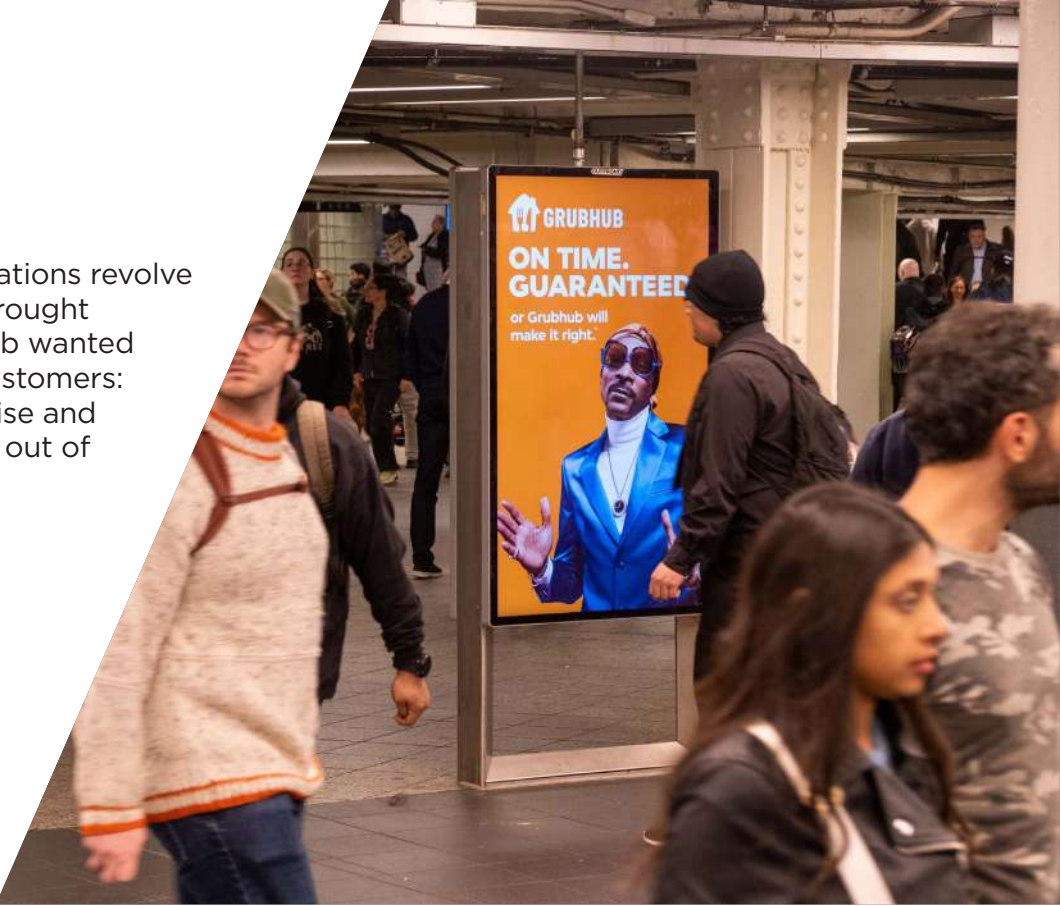
Grubhub, a leader in food delivery, identified that top consumer motivations revolve around the convenience of not cooking and the ease of having food brought directly to them. In a market shifting its focus away from food, Grubhub wanted to differentiate itself by doubling down on what matters most to its customers: access to meals without the hassle. To cut through the competitive noise and boost order volumes, Grubhub partnered with OUTFRONT, leveraging out of home ads to reinforce its commitment to food-first convenience.

STRATEGY & TACTICS

- **Strategically Placed:** Grubhub’s ‘Laptops & Lattes’ audience was targeted through prioritized transit in NYC, using subway ads to capture daily commuters and street-level formats to engage pedestrians and drivers. Eye-level street furniture and walls added a local feel across neighborhoods in New York and Chicago, while roadside bulletins in Chicago amplified visibility and reached heavy vehicular traffic to keep Grubhub top-of-mind.
- **Creative Excellence:** The campaign’s ‘Did Somebody Say’ theme celebrates the joy of food delivery, with Snoop Dogg starring as the face of the campaign. His love for food and authentic style bring a nostalgic, music video-inspired feel to the creative, where he raps about Grubhub’s reach. Media strategy was tailored to amplify Snoop’s personality, creating a memorable linkage between the message and the medium.
- **Client Success:** The campaign exceeded objectives for top-of-mind awareness and orders, while also boosting ad recall, new diners, and Grubhub+ signups.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



RESULTS

169%

OVERDELIVERY ON TOTAL ORDERS

5.6%

LIFT IN AD RECALL

36%

INCREASE IN NEW DINERS



OUTFRONT