



THE POWER OF DIGITAL

CASE STUDY

SITUATION

Hooters addresses the 2020 menu safety and promotion challenges while driving sales growth.

OUR SOLUTION

Hooters of America (HOA) and Bruce Skala became an early adopter of BeerBoard's SmartMenus, a centralized real-time location specific dynamic QR-code based complete food & beverage management solution that includes targeted video promotion capabilities! Each restaurant is able to feature their complete food, draft & packaged beer, featured drinks, liquor, and wine offerings. In this case, HOA featured Lagunitas IPA in all restaurants using SmartMenu's video capabilities.

RESULTS

The featured brand (Lagunitas), which was already the #1 brand in the style, increased volume sales **10 TIMES** the overall beer growth at 82% and share over 60% - at **FULL MARGIN**. Overall, Hooters increased draft growth 8% over the prior six weeks.

"The SmartMenus video campaign **OUTPERFORMED** expectations producing dramatic results at full margin with a brand that was already the #1 style.

SmartMenus' dynamic approach engages our customers through digital content. We now have the ability to monitor menu traffic and lift from promoted items – insights we never had with print menus.

BeerBoard is a valued strategic partner that we can count on to provide innovations to drive results, even in the most trying times."



Bruce Skala
SVP Marketing
Hooters

VIDEO CAMPAIGN RESULTS

500K

HALF A MILLION user views of the content on SmartMenus.

+82%

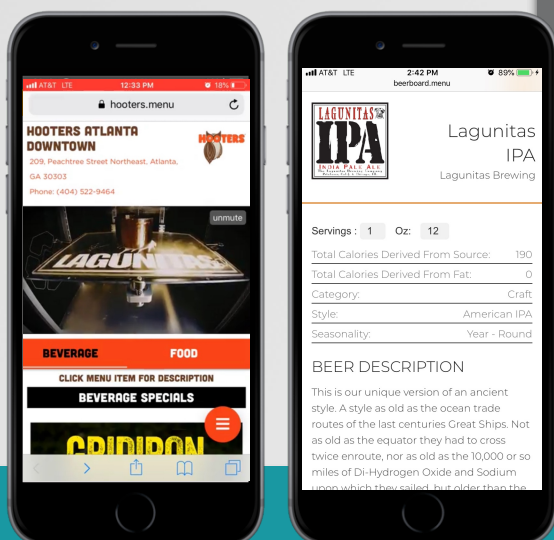
Lagunitas IPA volume was **+82%**, roughly **10X** the overall Hooters draft growth.

+68%

Lagunitas IPA's share growth nationally was **5.3%**. Within Hooters, growth was **68%**, outpacing the national performance more than **12X**.

+31%

Craft share decreased at Hooters and nationally. IPA style share grew though — **+31%** at Hooters, compared to just **+4.6%** nationally.



scan for sample menu

To see the video promotion, more details about the campaign and connect with BeerBoard use following link:

Hooters' Success Story