

Making Jersey Mike's unmissable

Driving incremental reach and foot traffic to stores



Client objective

Jersey Mike's partnered with Samsung Ads to unlock new audiences on a national level, driving brand awareness and boosting retail foot traffic.

Challenge

Shifts in linear viewing behaviors make it increasingly difficult for brands to efficiently deliver their messaging to new and relevant audiences. Samsung Ads' proprietary measurement data revealed that 94% of Samsung Smart TV viewers had not been exposed to a Jersey Mike's linear ad for a two-month period leading up to the campaign.

Solution & tactics

Reach

Samsung Ads' proprietary ACR data was leveraged to discover cord-cutter & light-linear audiences unreachable by linear efforts alone

Impact

Two premium, high-impact ad placements drove impact of Jersey Mike's national "A Sub Above" campaign with spokesperson Danny DeVito:

- CTV inventory on Samsung TV Plus: The #1 FAST service on Samsung TVs
- Samsung Native 1st Screen: Always-on rotational placement on the TV home screen, targeted to the entire Samsung Universe

Insights

- To understand and track the physical impact of the campaign, data was measured leveraging Foursquare, a premier in-store attribution provider
- Samsung's 1P incremental reach analysis offered industry-leading TV viewership data to the brand



+34%

Incremental reach

81%

Of viewers reached were cord-cutters or light-linear viewers

\$1

Cost per store visit

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Tapping into Samsung's ACR data proved to be a significant breakthrough for us, allowing us to discover and reach audiences that we otherwise were not. Measuring the impact of our campaign was crucial, and Samsung provided transparent insights that helped us better understand how our ad spend drove tangible results.”

Kelly McGee
Director of Digital Marketing, Jersey Mike's