

An increase of

19%

in brand awareness amongst college students and campuses



An increase of

6.5%

in same-store sales growth in 2019 vs 2018



The Problem:

Wingstop had a problem with stagnating sales in 2018, so they asked for help in boosting same-store sales, with an insight provided to us that many of their stores are strategically located near college campuses.

The Solution:

By identifying these near-campus store locations as a huge opportunity to boost same-store sales, we created a college-centered marketing campaign that would encourage university students to consider Wingstop for their next lunch break.

The Win:

By establishing a refreshed brand that highlighted Wingstop's bold flavors with a strategic campaign focus on the 18-25 age group, we were able to establish improved awareness and consideration in these groups through improved advertising channels for Wingstop across Instagram, Twitter, Facebook, Google, and YouTube, as well as an equally strong PR and influencer collaboration strategy.

