

HCMN CASE STUDY: Jack-in-the-Box Promoting “Healthy” Image

Components:

- Panel and mirror swipe advertising, plus coupon distribution

Success Measurements:

- 88% ad campaign recall
- Those indicating they had bought/eaten food at JITB in the past 3 months was measured at more than 50% higher at end of campaign than before campaign ran
- Members indicating they planned to buy/eat at JITB in the next 3 months more than doubled from pre- to end-campaign research
- Members who indicated they thought JITB had “healthy food choices” nearly tripled over this period, as well
- Campaign featured as case study at national AAAA conference



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