

# GREER'S FOOD TIGER LDD CREATIVE CASE STUDY STRAIGHT TO THE PRICE POINT.

## BACKGROUND

Greer's Food Tiger is a locally owned grocery store in Mobile, Alabama that had never used outdoor advertising. They were heavily embedded in newspaper, as many grocers are, but saw the possibilities that digital had to offer.

## CREATIVE STRATEGY

Their main objective was to push price points and weekly specials. They created a system that made changing the creative very easy. Our Lamar artist created a template. The client plugs in images and price points and sends it back to our artist to finalize. The client provides our artist with a schedule 2 weeks ahead and the process runs like a well-oiled machine.

## RESULTS

After only 8 weeks, their sales are up 5% and growing. They feel the digital board is helping them put their program out in a dynamic way and credit much of their success to the digital board.

**BEEF SPARE RIBS**  
**88¢** lb  
greer's **FOOD TIGER**  
**HURRY! ENDS SUNDAY!**

**SIZZLING BBQ**  
**GIVE AWAY**  
greer's **FOOD TIGER**  
**Register to Win... How hard is that?**

**RIBLETS**  
**887** 10 LBS  
greer's **FOOD TIGER**  
**GREER'S GOT IT!**

**WINGS**  
**487** 5 LBS  
greer's **FOOD TIGER**  
**WE'VE GOT WINGS!**

**GREER'S Fairhope Market**  
SINCE 1916  
**We Cater!**  
Large or Small Events.  
**251-928-8029**

## A WORD FROM THE CLIENT...

"Our company, in the past, has found it hard to do billboard advertising because we like to change our messages weekly. When Lamar came out with the new digital billboard we changed our tune and now find that the billboard is our most flexible and exciting media."

-Greer's Food Tiger