

SUNRISE LDD CREATIVE CASE STUDY

RISE AND SHINE WITH DIGITAL!

BACKGROUND

Sunrise Convenient Stores compete within the Port Huron market using a low pricing strategy. Though they typically purchase poster showings, Sunrise decided it was best to utilize the flexibility, reach and frequency of what Digital Networks had to offer to meet their marketing objective: reaching multiple consumers to increase day-to-day traffic to one of their gas stations.

CREATIVE STRATEGY

In addition to using posters to advertise Credit Cards and fountain beverages such as: Frozen Drinks, Fountain Pop and Hot Coffee, the use of Digital billboards enabled Sunrise to advertise their discounted gas prices on 4 surrounding locations. They teased commuters with Customer Appreciation Days that ran a few days prior to the creative that advertised the gas prices between the hours of 10am - 4pm. To create an efficient process between Sunrise and Lamar, the client developed a particular schedule of their customer appreciation designs, drinks and credit cards and emailed it to Lamar's Market Administrator. The creative is rotated throughout the day with only the gas prices showing between 10am - 4pm. Making changes was very easy. Lamar received a phone call from Sunrise every morning to be informed of the new gas prices. The creative was updated, sent for their approval and played right away.



CUSTOMER APPRECIATION DAY
Monday, 10/01/07
10:00 am- 4:00 pm
2319 24th Street, Port Huron



customer appreciation day
unleaded
\$2.53 $\frac{9}{10}$
360 S. Riverside Dr., St. Clair



customer appreciation day
unleaded
\$2.55 $\frac{9}{10}$
4664 24th Ave., Fort Gratiot

RESULTS

Sunrise Convenient Stores were pleased with their outdoor campaign. They continued to use posters to generate awareness, while simultaneously using the flexibility of digital displays to update their gas prices. They are currently working with Lamar to develop a contract that incorporates poster showings and digital displays.