



Raising Cane's

Strategy

Raising Cane's launched 10 Rideshare cars in Honolulu, HI for 3-months, sending cars to takeover major events like the NCAA Hawaii Bowl. Carvertise, in conjunction with StreetMetrics, tracked the Raising Cane's Rideshare cars to study visitation rates to their fast-food restaurants after being exposed to their Carvertise cars.

Results

6,850

INDIVIDUAL VISITS

to 1 of 7 Raising Cane's locations after exposure to Carvertise cars during a 12-week tracking cycle.

8%

VISITATION LIFT

to Raising Cane's locations after exposure to a Carvertise car.

