

**Problem / Opportunity**

The client had a marketing engine that was capable of maintaining their current business. However the client had interests in accelerating growth from current stores, untapped markets, and increasing new store growth. The client needed to understand if these goals could be profitably reached through a different media and channel mix and a different spend level.

**Solution**

Recognizing that the goal was to drive revenue through increased market reach, Scotch Game worked with the client to understand untapped segments within current stores and new geographic areas the client wished to enter. Scotch Game built a segmentation and target that would allow the client to reach its current and longer-term desired target. Scotch Game worked with the clients media agency to build a media and channel mix that would effectively and efficiently reach this audience. Equally important to Scotch Game were finding media that would allow the client to carry more robust messaging as it looked to reach these new audiences. Finally, with this information Scotch Game partnered with the clients finance team to go through a series of test and learns and market mix models to determine the best level of profitable spend.

**Key Benefits Realized**

- Sparked multi-year revenue growth
- Created a platform that could more effectively and efficiently pivot to reach new and different audiences
- Improved returns on a profitable revenue lever
- Helped in driving significant share gains

**Driving profitable revenue through improved reach by updating the marketing engine****Snapshot**

Despite enjoying solid growth from current stores and the ability to find new unit locations, the client desired accelerated growth and wanted to understand if a different marketing engine could be a key pillar in that ambition. Scotch Game worked with the client to rework how it defined its target and built out a new media and channel model that would improve reach and provide the messaging capabilities the client would need to bring new messaging to market. Finally, Scotch Game led a series of test and learns and market mix models with the client to determine the best level of profitable spend.