

Fry's Food Stores

Strategy

Fry's Food Stores launched 75 Rideshare cars in Phoenix, AZ for 18 weeks, sending cars to major events like Super Bowl LVII and Phoenix Suns home games. Carvertise, in conjunction with StreetMetrics, tracked the Fry's rideshare cars to study visitation rates to their stores after being exposed to Carvertise vehicles.

Results

14,142+

VISITORS

driven to Fry's Food Stores during the Carvertise campaign.

22.2%

MORE LIKELY

to visit a Fry's store after exposure to a Carvertise car.

