

Mary Browns

CASE STUDY

Mary Brown's Chicken & Taters is a well-known Canadian fast-food restaurant with locations across the country. During the challenges brought on by the COVID-19 pandemic, Mary Brown's aimed to give back to the community while also educating customers about their menu options and takeout-delivery services.



STRATEGY

In partnership with Mary Brown's marketing team, Postmedia created a unique campaign that began by lifting the paywall across all Postmedia properties for one month.

The campaign featured a catfish ad unit displaying the Mary Brown's logo and a message informing readers that the paywall had been lifted, along with a link to a letter from Postmedia editorial explaining the initiative.

In addition to this, targeted display advertising was run on both the Postmedia Network and off-network, aligned with the campaign objectives. Mary Brown's also sponsored news and food newsletters that were contextually relevant to their brand.

“*Postmedia was fantastic to work with. With a seemingly impossible task of bringing this concept to life in two weeks, they made it happen. Weekly status reports helped to make sure the campaign was on-track and Postmedia made strategic optimizations throughout the campaign to exceed our expectations. Postmedia allowed Mary Brown's to bring crucial content to Canadians in a time of need. On top of that, they over delivered on their estimates and helped drive sales to individual locations. Postmedia has a great team to work with. From their sales team, to senior management to program management - they are smart, strategic and easy to work with. Postmedia worked with us to execute an innovative media first campaign, definitely worth it.*”

Jeff Barlow - Vice President Marketing
Mary Brown's Chicken and Taters

RESULTS

The partnership between Mary Brown's and Postmedia exceeded all expectations. Media outlets across Canada reported on the innovative approach the campaign took in removing the pay-wall of Canada's largest Publisher during a worldwide pandemic. This also resulted in Mary Brown's trending on Twitter with a positive sentiment on the day of the launch. The highlight of the campaign was that the campaign was mentioned in the Canadian Senate. The program maintained a strong engagement rate across all campaigns, along with an awareness campaign leveraging programmatic display advertising that aimed at achieving the campaign goals.

85.7K

EDITORIAL PAGE
VIEWS

59.5M+

IMPRESSIONS

211K+

CLICKS ON MARY
BROWN'S WEBSITE

33%

HIGHER CTR
ON DISPLAY ADS

3x

HIGHER ENGAGEMENT
RATES

70%

AVERAGE DISPLAY
VIEWABILITY

Mary Browns Campaign Results

EDITORIAL PAYWALL LIFT

2:02

AVG TIME SPENT ON ARTICLE

20M+

PAYWALL REMOVAL UNIT IMPRESSIONS

58K+

PAYWALL REMOVAL UNIT CLICKS

EMAIL SPONSORSHIP

43%

OPEN RATE

22%

CLICK THROUGH OPEN RATE

171%

IMPRESSION OVER-DELIVERY

AWARENESS

5.8M+

IMPRESSIONS

70%+

VIEWABILITY VS. 59% CANADIAN AVG

33%

HIGHTER CTR VS BENCHMARK





A highly successful campaign praised by various media outlets across Canada for its innovation in removing the paywall of Canada's largest publisher during a global pandemic. The campaign was notably mentioned in The Senate of Canada's question period.

AWARENESS

ENGAGEMENT

CONVERSION

NATIONAL POST
YOU DESERVE THIS. Drive-Thru, Takeout & Delivery. NEW! SIGN UP FOR OUR NEWSLETTER.

All of our content is now accessible for free
Partnership with Mary Brown's lifts pay wall at all Postmedia properties

WINDSOR STAR
Windsor rock duo The Blue Stones nominated for Juno Award

Read unlimited articles for a limited time. A little good news, delivered by 100% Canadian Mary Brown's Chicken

Trends
15 - Trending: Whoopi 42.7K Tweets, NRF RETAIL, #Wednesda 44.3K Tweets, #COP26 3,674 Tweets, FaZe 24,207 Tweets

19 - Trending: mary browns

POSTMEDIA AND MARY BROWN'S SERVE UP FREE CONTENT DEBBIE
Fried chicken chain partnership lets newspaper company drop paywall in April

Wick Englund @wenglund April 1, 2020
@Postmedia: A fast chicken company has paid to lift all Postmedia paywalls so you can read on for free for April. This is not a joke. It's the real and a breakthrough. #postmediaandmarybrown

Mary Ellen Wuori @maryellenwuori
Wow! Thanks @MaryBrowns - I note that you have a restaurant here in #Vancouver. I will be stopping by to support you too!
13 · 12:37 AM · Apr 2, 2020

mary BROWN'S
Menu Offers Locations Our Story Contact Us

Drive Thru Service and Delivery Service through our delivery partners are available at Mary Brown's locations, where applicable.

Locations:
Dufferin: 2189 DuRoi Street, Toronto, ON M5A 2T2, Canada. 416.787.0739. \$5.99 items.
Scarborough: 141 Eglinton Ave E, Toronto, ON. \$5.99 items.
Dixie & Eglinton: \$5.99 items.