# **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.



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

© 2025 Postmedia Network Inc. All rights reserved.

Unauthorized distribution, transmission or republication strictly prohibited.



### **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

33%

HIGHER CTR ON DISPLAY ADS 59.5M +

. IMPRESSIONS

3x

HIGHER ENGAGEMEN

211K+

CLICKS ON MARY . BROWN'S WEBSITE

**70%** 

AVERAGE DISPLAY



## **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**

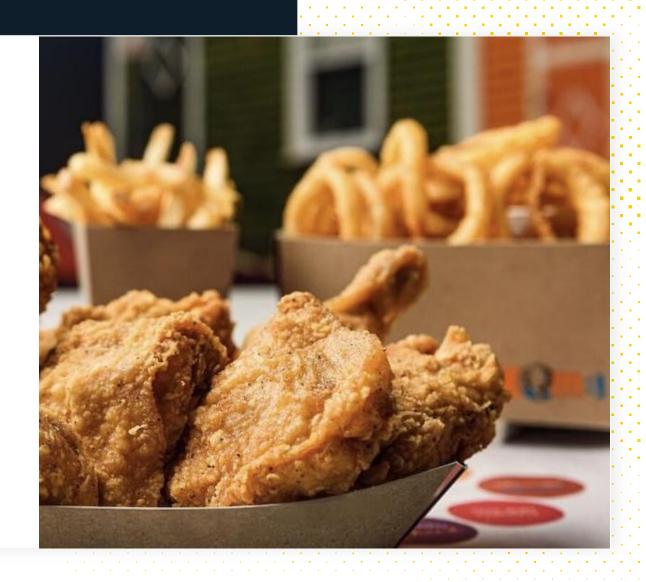
5.8M +

**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.

