HOPPIN BRANDS CASE STUDY

How the Sales Chatz aiADZ platform slashed the cost-per-sale for this emerging brand.

BACKGROUND

The Hoppin Brands Restaurant is an innovative self-serve bar concept with a strong unique selling proposition. The approach of this emerging brand is a collaborative partnerships—working with local breweries, restaurants, food trucks, and small businesses that want to make their communities a fun place to live. It is one of the fastest- growing taprooms on the market. Hoppin Brands has been a Sales Chatz client since 2022.

METHODS

As an emerging brand with limited adverting funds, we wanted to make sure that the client didn't waste advertising dollars on "shoppers" who really didn't have any intention of becoming a franchisee. This was a great opportunity to combine our experience helping an emerging brand grow using our AI and proprietary data.

First, we looked at similar concepts and "asked" AI how best to approach the campaign. Since all of our AI insights are based on data-driven success we've had with past campaigns, we were confident that the analysis would deliver a best-practices approach to the advertising campaign. Second, the creative was developed (by the client). It featured short videos showing how the bar concept works. We tested these videos against a founder video briefly discussing the investment opportunity.

RESULTS

1. Hoppin Brands cost-per-lead is well below what we average for most food brands.
2. Their cost-per-sales are 75% lower than the industry average.

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