



## Committing to Better Ingredients

Over the last few years, A&W has committed to sourcing simple, high-quality food ingredients, while elevating the dining experience to rival that of a fast casual restaurant. Not all Canadians know about their ingredient guarantees, so A&W chose Instagram's image ads to share their Better Burger Experience with 25 to 44-year-old men and women in Canada.



lift in ad recall



lift in message association with quality

### STORY

#### Canada's Original Burger Chain

Since the first A&W drive-in restaurant opened in 1956 on Portage Avenue in Winnipeg, the well-loved franchise has grown to 800-plus locations in Canada. Serving a delicious combination of great tasting burgers, onion rings and frosted mugs of famous A&W Root Beer, millions of Canadians still carry vivid memories of special moments that took place at their local A&W drive-in.

### GOAL

#### Transforming the Burger Experience

A&W's goal was to share their new brand commitment with young Canadians and to spread the word that they've become the first national burger restaurant in Canada to serve beef raised without the use of hormones or steroids, chicken raised without the use of antibiotics, and eggs fed a vegetarian diet without animal by-products. The campaign set out to promote this promise to source high-quality ingredients, inspiring guests to feel good about choosing A&W.

### SOLUTION

#### Promoting a New Brand Promise

A&W posted a sponsored photo campaign targeted to young Canadians over a five-week period. The photo ads featured beautiful close-ups of A&W's best known and most loved menu items, like the classic Teen Burger and root beer served in iconic frosted glass mugs. This campaign also set out to document elements of A&W's new fast-food dining experience, including shots of breakfast on china plates, and natural elements incorporated into restaurant design, like wood tables and metal fry baskets.

The Instagram campaign ran at the same time as A&W's "Ingredients Guarantee" commercials on TV, which helped reinforce across all marketing channels the messaging around higher-quality ingredients and a better dining experience.

Instagram proved successful in helping to share the news of their new brand commitment. Results measured by Nielsen Brand Effect showed that the photo ad campaign helped start to shift consumer perceptions and had a positive impact on brand awareness with A&W's target audience, increasing ad recall by 39 points and generating a four-point lift in brand association between A&W and quality.

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*We're impressed with Instagram's ability to increase brand awareness in a short period of time.*

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Julia Cutt  
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