

A
**CASE
STUDY**

Tim
Hortons

REC
media

Tim Hortons

Tim Hortons

WHERE BRANDS
CONNECT TO
COMMUNITY

THE OBJECTIVE

Tim Hortons is a greatly loved Canadian **fast-food** restaurant chain, with its roots firmly embedded in the **hockey** community!

Their advertising objectives for this campaign were to:

- **Generate demand** for their food and beverages
- **Promote** new specials and promotions
- Create **top-of-mind awareness** for both loyal and new customers



THE EXECUTION

Rec Media connected **Tim Hortons** with their **communities** by researching, coordinating and managing their campaign from start to finish.

We facilitated the production and installation of **90 Rinkboard Panels** across **63** small and large **markets** in **Alberta**, **British Columbia** and far up into the **Northern Territories**.

The **campaign** started in December 2017 and is set to run for a period of **2 years!**

THE RESULTS

Together with the **eye catching** artwork, a unique out-of-home **environment** and captive **audience** - Tim Hortons is successfully keeping their brand top-of-mind in the community!

By December 2019 - their campaign will have yielded approximately **32,394,960 impressions!**

