

# Tacoteca

## CASE STUDY

### Challenge


Tacoteca, a Mexican restaurant located in the Auckland CBD, faced the challenge of distinguishing itself in a saturated and highly competitive hospitality market. With a modest budget, they needed a strategic, high-impact campaign designed to boost brand awareness and drive bookings across the day.

### Campaign Strategy

Tacoteca needed a campaign that would maximise their limited budget but also leverage every opportunity to reach their audience. To achieve this, NZME developed a campaign strategically utilising geotargeted audio ads around peak meal-times. This approach ensured they captured listeners' attention when they were most likely to be considering their next meal and ensured they reached individuals in close proximity to the restaurant. Native sponsored links reinforced the brand's presence, enhancing the potential for conversions.

### Results

The campaign delivered strong results and engagement, achieving a 53.8% increase in click-through rate compared to July's monthly average. Tacoteca's campaign generated 260,000 impressions and reached 33,312 people. Additionally, the ads achieved a 99.1% listen-through rate, with nearly all ads played to completion—leading to the above-average CTR and proving the power of precise targeting and multi-channel impact.

 **53.8%**  
Increase CTR

 **260,000**  
Impressions

 **33,312**  
People reached

 **99.1%**  
Listen-through rate



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