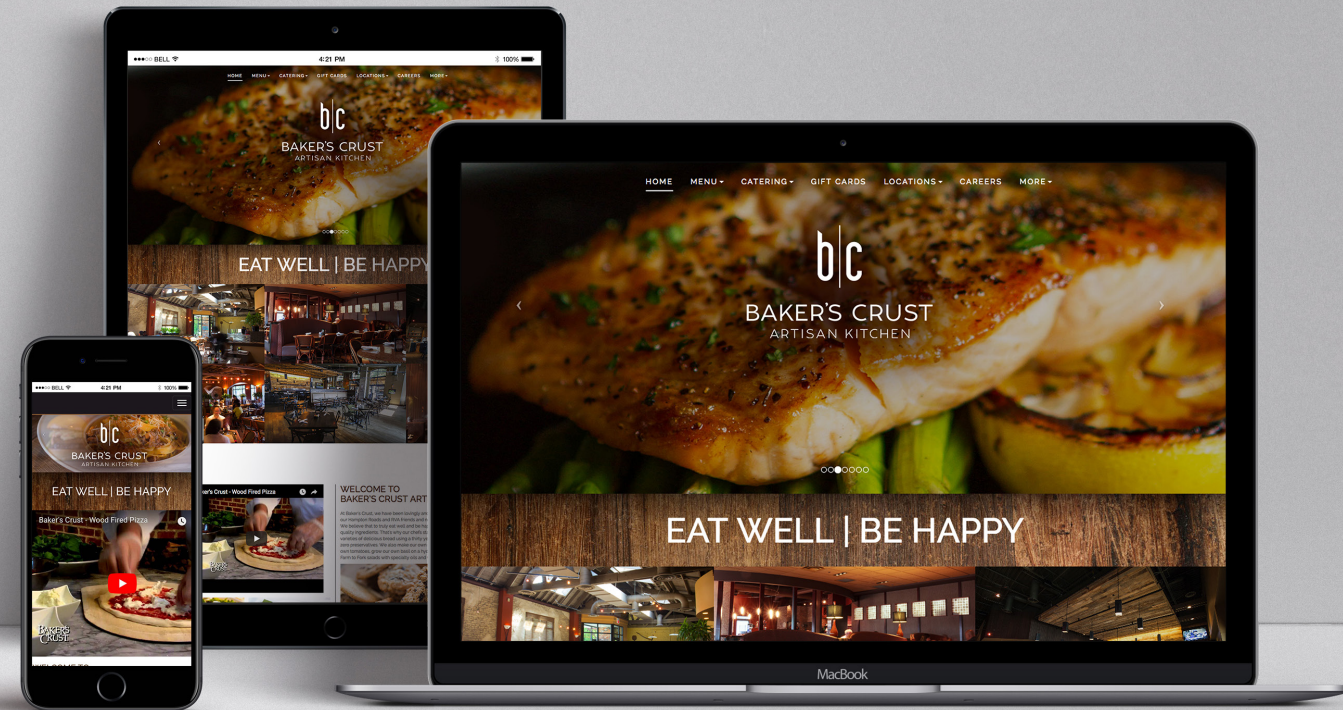


STUDIOCENTER[®]

CASE STUDY



Case Study: Baker's Crust Artisan Kitchen

Baker's Crust opened its first location in 1993 and has evolved from a 36-seat sandwich/breakfast shop to a full service, family friendly restaurant, serving breakfast, lunch and dinner.

Since then they've opened several more locations and now have eight bustling locations from Virginia Beach to Northern Virginia to Chesapeake, Virginia.



The Ask

Baker's Crust initially came to us for a website refresh. Little did we know it would grow into the relationship it is today.

The Work

We started with the website, which included new photography, writing and some thoughtful UX. Then we wrote a radio campaign and placed them during hungry drive time. Five years later, we're refreshing the Baker's Crust website, producing and placing digital marketing, writing and producing social media videos, and helping the launch of their ninth location.

The Result

New locations are opening. Catering as boomed since we pushed it on digital. The radio and digital campaigns have boosted sales in all locations. The Website now has an engagement rate of 40.41%.



Click above to watch the social media videos



Listen to the Baker's Crust Radio spot

