

# Andy's Frozen Custard: Sweet Success with the SHE Treat Truck

## A HUBBARD CHICAGO CASE STUDY

### *Increasing Brand Recognition for a Family-Owned Business*

#### SNAPSHOT

Andy's Frozen Custard, a family-owned QSR chain in Chicago, was looking to increase brand exposure and grow sales. Teaming up with Hubbard Chicago's WSHE, they broke the mold and hit the streets with the SHE Treat Truck—delivering ice cream samples, great music, and fun for the family at more than 150 stops across Chicago.

#### GOALS

Working together, Hubbard Chicago helped Andy's Frozen Custard identify a number of core objectives, including:

- Increase brand exposure among Chicago families.
- Create an engaging experience to build brand recognition and drive in-store sales.
- Generate excitement and build connections with their community in a positive, memorable way.

#### THE MARKETING SOLUTION

Ice cream is always fun—but when you add great music and a bunch of your closest friends, you've got a party. With that idea, Hubbard Chicago's team at WSHE brought the SHE Treat Truck to life. We bought and designed a truck, added a freezer, and hit the streets, prepared to deliver samples of Andy's Frozen Custard along with music from WSHE, games, and entertainment at events, parties, and festivals throughout Chicago.



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### THE MARKETING SOLUTION (CONT'D)

The SHE Treat Truck made 150 stops in 2016 and 2017, including Little League games, school events, block parties, birthday parties, street fests, and more. With the Andy's Frozen Custard logo featured prominently, the SHE Treat Truck served as a moving billboard for the business.

On-air commercials and online banner ads spread the word and drove excitement, asking for the community's input on where the treat truck should stop next. A branded prize wheel with coupons was used at stops to drive future sales. Our integrated approach also included a custom landing page, eblasts, and a social media campaign.

*"Working with the WSHE-FM Hubbard team is like working with family. They are very supportive and make every attempt to have your back and offer new and innovative opportunities."*

- Marketing Director,  
Andy's Frozen Custard

### RESULTS

The SHE Treat Truck helped Andy's Frozen Custard make a lasting impact in local communities throughout the area, resulting in two years of increased sales.

### INFORMATION:

**Industry:** QSR

**Market:** Chicago

**Company:**  
Andy's Frozen Custard

**Campaign Dates:**  
Launched May 2017

**Target Audience:**  
Chicago families

**Solutions Utilized:** WSHE on-air commercials, website banner ads, special events, social media posts (Instagram, Facebook), eblasts



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