

# Chuck's Southern Comforts Café: Traveling Thirsty Thursdays Dominate in Darien

## A HUBBARD CHICAGO CASE STUDY

### Event Sponsorship Success with The Drive

#### SNAPSHOT

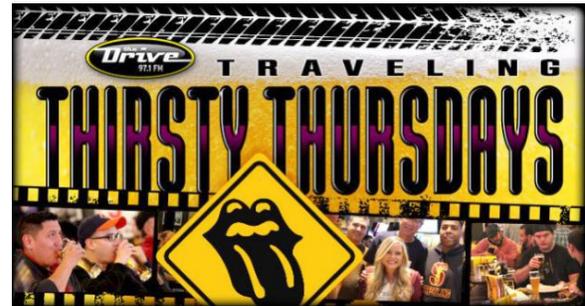
Chuck's Southern Comforts Café wanted to raise awareness and improve weekday foot traffic at its Darien location. By sponsoring The Drive's Traveling Thirsty Thursdays, they packed in repeat crowds and exceeded sales expectations.

#### GOALS & MARKETING SOLUTION

Serving up an inspired blend of Mexican, Cajun-Creole, and slow cooked barbecue, Chuck's Southern Comforts Café is a Chicago favorite. In August of 2017, nearing the chain's 20-year anniversary, they were looking to bolster awareness and weekday foot traffic, specifically at their Darien location.

The Drive's Traveling Thirsty Thursdays are another Chicago favorite, and a perfect match for Chuck's. Hosts Sherman and Tingle highlight a local establishment each week in a fun event that features free food, drink specials, games, and giveaways. Chuck's Darien signed on as a location sponsor, anticipating about 75 to 90 attendees.

As part of the sponsorship, Chuck's was included in promotional announcements leading up to the event, including on-air mentions from Sherman and Tingle, digital promos on WDRV.com, and The Drive's social media posts.



*"The crowd was huge! The drink promos killed it, we sold a ton of beer, and the buffet had to be replenished several times."*

- General Manager,  
Chuck's Southern  
Comforts Café



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### RESULTS

More than 150 people attended the first Thirsty Thursday event at Chuck's Darien. It was an exciting time with an enthusiastic crowd, and Chuck's sold more than 15 cases of Miller and Leinenkugel products during the two-hour event. This success prompted Chuck's to continue the sponsorship for two more Thursdays that also packed in attendees.

*"Results of this event far exceeded our expectations – that's the reason we're doing it again. It's a great event that helps make people aware of us."*

- General Manager,  
Chuck's Southern  
Comforts Café



### INFORMATION:

**Industry:** Restaurants

**Market:** Darien, IL

**Company:** Chuck's Southern Comforts Café

**Campaign Dates:**  
August 2017

**Target Audience:** Adults 21 and over in the Darien area

**Solutions Utilized:**  
The Drive (WDRV 97.1)  
Traveling Thirsty Thursdays



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