

# The QSR Marketing

# Landscape in Canada



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September 2022

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This document serves as a resource for brands, agencies and marketers working in the Quick Service Restaurant (QSR) sector to use when looking for more knowledge on how location-based marketing and advertising can help to target existing and new customers and target competitors. The document will also help the QSR industry better understand the current demand and consumption of QSR and marketing landscape in Canada. The document uses sources from Statista, the Canadian restaurant and food services association, and news sources such as e-marketer and mobile marketer.



# The QSR Marketing Landscape in Canada

16% of Canadians buy food and snacks from restaurants everyday, and another 60% say they buy food in restaurants once a week or more.

- CRFA

This demand for fast food in Canada is what makes the quick service restaurant (QSR) industry a \$29 Billion US dollar industry and its why QSR brands are all competing for the attention and loyalty of hungry Canadians.

- Statista

*But who are these hungry Canadians?*

In Canada, older consumers are buying meals and snacks around 1.7 times each week while Canadians 18-34 buy a meal or a snack two times a week on average.

-CRFA

*Why do Canadians eat out?*

Canadians 18-34 eat out because they're in a rush while Canadians 35+ eat out to treat themselves. For 11% of the nation, its about value for money spent.



*What is the most popular meal on the go?*

Breakfast is what 40% of Canadians like to have outside of the house as their go to meal citing that the lack of time or interest as the main reason for wanting breakfast on the go.

*Who's eating the most fast food in Canada?*

The average Canadian takes in around 146 calories a day from fast food or around 6.3% of their daily intake. Eating fast food is much higher among teenage boys and much lower for older women. Teenage boys eat around 248 calories, while women over 70 take in from fast food only 32 calories a day according to fast food statistics Canada.

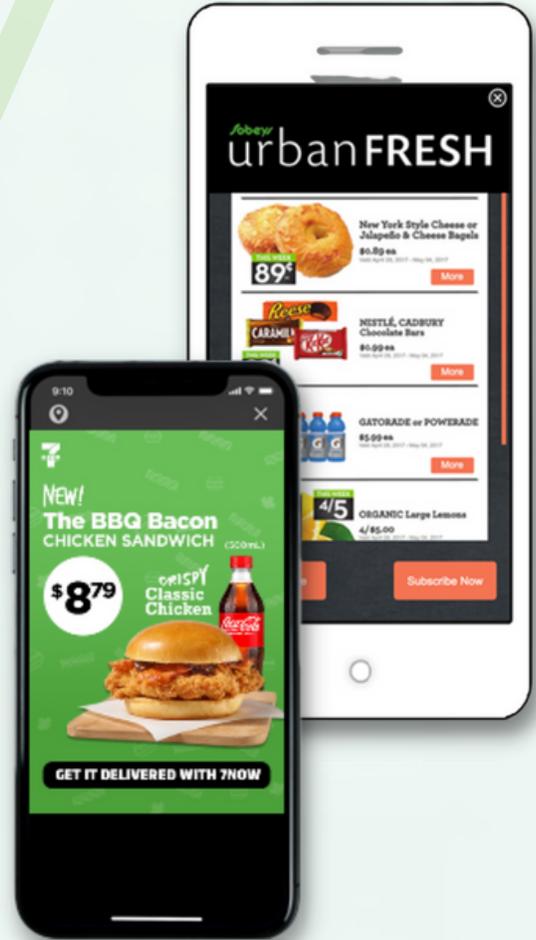
Just over 7% of regular fast food restaurant visitors reported being influenced by marketing before visiting a QSR location. Whether it was an online flyer, coupons, an app notification, or an email, some sort of digital message caught their attention and pushed them to order.

# Driving Business with Location

Just over 7% of regular fast food restaurant visitors reported being influenced by marketing before visiting a QSR location. Whether it was an online flyer, coupons, an app notification, or an email, some sort of digital message caught their attention and pushed them to order.

While most consumers go back to their favourite location on a regular basis, others will visit a QSR location based on convenience. For brands to better understand foot traffic trends, and help attract new customers, QSR brands are investing in location marketing and teaming up with location marketing solution providers.

With the right location marketing tactics brands can reach new potential customers by building accurate customer profiles that are based on real-world behaviours, both online and offline purchases, and demographics. The right location marketing partner can single out the right audience, target them, and drive growth.



## Location Targeting Audience Categories:

- Demographic audiences
- Seasonal audiences
- Location audiences
- Purchase intent audiences
- Past purchase audiences
- Online shopper audiences
- Predictive audiences

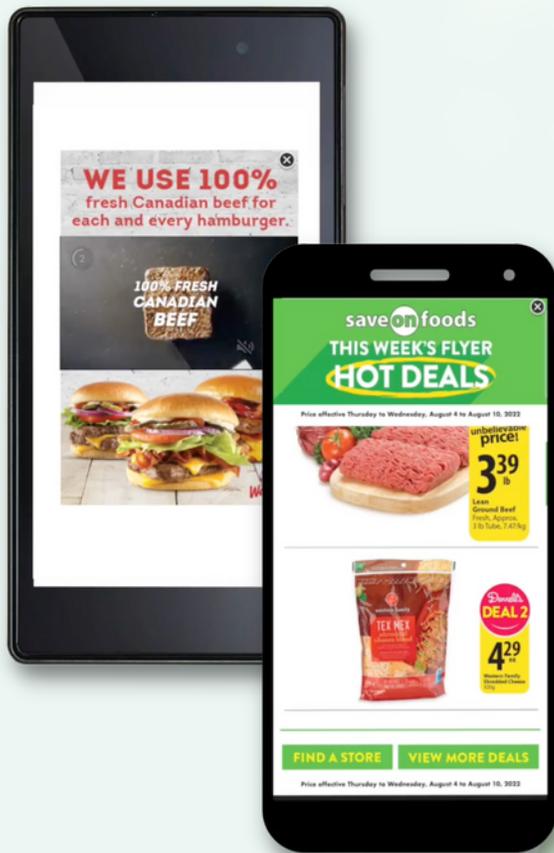
## Location Marketing Strategies to Consider:

- Awareness
- Loyalty
- Retargeting
- Conquesting
- New product/service launch
- Look-alikes
- ROAS

# How Location Helps QSR Brands

Demographic audience intelligence enables brands to reach consumers based on who they are, which creates a more personalized and relevant connection. This tactic can also help target audiences by age, household income, ethnicity and/or gender. A trusted location marketing solution provider will be able to do this by building audience profiles using in-store and online shopping data, CRM purchase and loyalty program information, past marketing interactions, and other people-based attributes.

This tactic can also be used to help target consumers based on seasonal and holiday trends which can help create customer growth focused on reaching target consumers during relevant times of the year.



Location targeting can also help provide QSR brands with insight on how consumers navigate the physical world. This can help target audiences based on past visits to drive awareness and consideration. This real-world targeting can also help target audiences who have visited competitor locations. This same tactic can be done for targeting audiences based on online shopping behaviours. Target consumers based on how they interact with online content and make purchase decisions.

By analyzing online and offline shopping behaviours brands ultimately gain insight to create a unified view of customer behaviour across the entire customer journey that better prepares marketers for predictive changes in consumer behaviour. With competitive insights QSR brands can answer the questions around What does their typical consumer look like? How often do they eat at the competitor? Does the consumer also visit other QSR brands? With this intelligence, brands can identify the competitions most and least loyal consumers, and then target the least loyal and segment for competitive conquering.

# Modern Location-Based Marketing

Today's location-based marketing is about creating relevant brand experiences that are delivered during the moments that matter to the consumer. To deliver these experiences with accuracy, brands must ensure to seek location sources or partners that can deliver on the following three differentiators:



Location-based data that is precise, accurate and 100% permission based.



Location-based data that is verified using certified and trusted sources



Location-based data that is scored by omni-channel multi touch attribution.

## Achieving accuracy in real time:

### 100% First Party

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Vast network of direct In Market SDK mobile app integrations, across a diverse range on top categories

### Verified

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Comscore verified, opted-in monthly active users for InLocation accuracy

### Privacy Compliant

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100% permission based - CCPA, GDPR, and HIPAA compliant methodology

### Real Time

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Only real-time location advertising platform at scale - including InHome, InPath, InStore and InHand

### Accuracy + Precision

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GPS + indoor location signals + product scanning, provides the most accurate and precise location detection

# QSR Location-Based Marketing in Action

## Did You Know?

69% of QSRs plan to boost location marketing for loyalty programs

69%

More than half (58%) of quick-service restaurant (QSR) respondents said they're likely to use location data for competitive intelligence

58%

56% said they're in the process of evaluating or already using that information

56%

More than two-thirds (69%) of QSR marketers said location is key to understanding why and how customers interact with businesses

69%

62% saying this information has already been useful in improving their companies' marketing performance

62%



## **Get Started**

Discover how location-based marketing with APEX Mobile Media can connect your brand with audiences at the right time, and at the right place during the moments that matter to them.

Get in touch today!



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