

# Family-Owned Restaurant Celebrates Anniversary in a Big Way

## Carol & Dave's Roadhouse Restaurant



Located along Lincoln Highway in Historic Ligonier, Pennsylvania, the owners of Carol & Dave's Roadhouse Restaurant have been feeding the community for over two decades.

By using larger than life options like a digital billboard, eye-catching display ads with geo-fencing technology, personalized and branded videos, and custom collateral, Carol & Dave's celebrated their 20th anniversary. They connected with newcomers and served up countless dishes including their award-winning meatloaf, mouth-watering filet mignon, and succulent knife and fork burgers.



### Implementation:

Billboards

Audience Targeting

Display Ads

Geo-Targeting

Video Ads

Audio Ads