

leap group x P.F. CHANG'S®

# Challenge

P.F. Chang's is a \$1.1B global Asian culinary brand rooted in the 2,000-year-old tradition of wok-fired, made-from-scratch cooking. Yet only 1 in 4 customers knew that story. With just 2% digital share of voice in a category led by Olive Garden, Red Lobster, and Panda Express, the brand faced a visibility problem and a growing gap between heritage and perception.

**The goal:** increase brand awareness and drive revenue across dine-in, takeout, and delivery channels—while telling a story that reconnects with consumers and stands out in a saturated market.





# Solution

We deployed a full-funnel, data-driven media strategy designed to convert curiosity into loyalty. Our approach covered each phase of the consumer journey:





# Awareness:

**Objective:** Reintroduce P.F. Chang's as a fresh, modern, from-scratch brand to new and lapsed customers.

- Delivered 26.1M+ impressions through Connected TV, social media, and programmatic channels
- Launched brand-forward, geo-targeted video ads showcasing the Farm-to-Wok® process
- Emphasized freshness and quality with creative that stood out visually against category sameness
- Benchmarked SOV improvements and brand lift using leading social listening and AI tools

## Performance vs. Benchmarks:

- CPM: \$8.85 (Industry: \$10–\$15)
- Video Completion Rate: 61.46% (Industry: 45–60%)





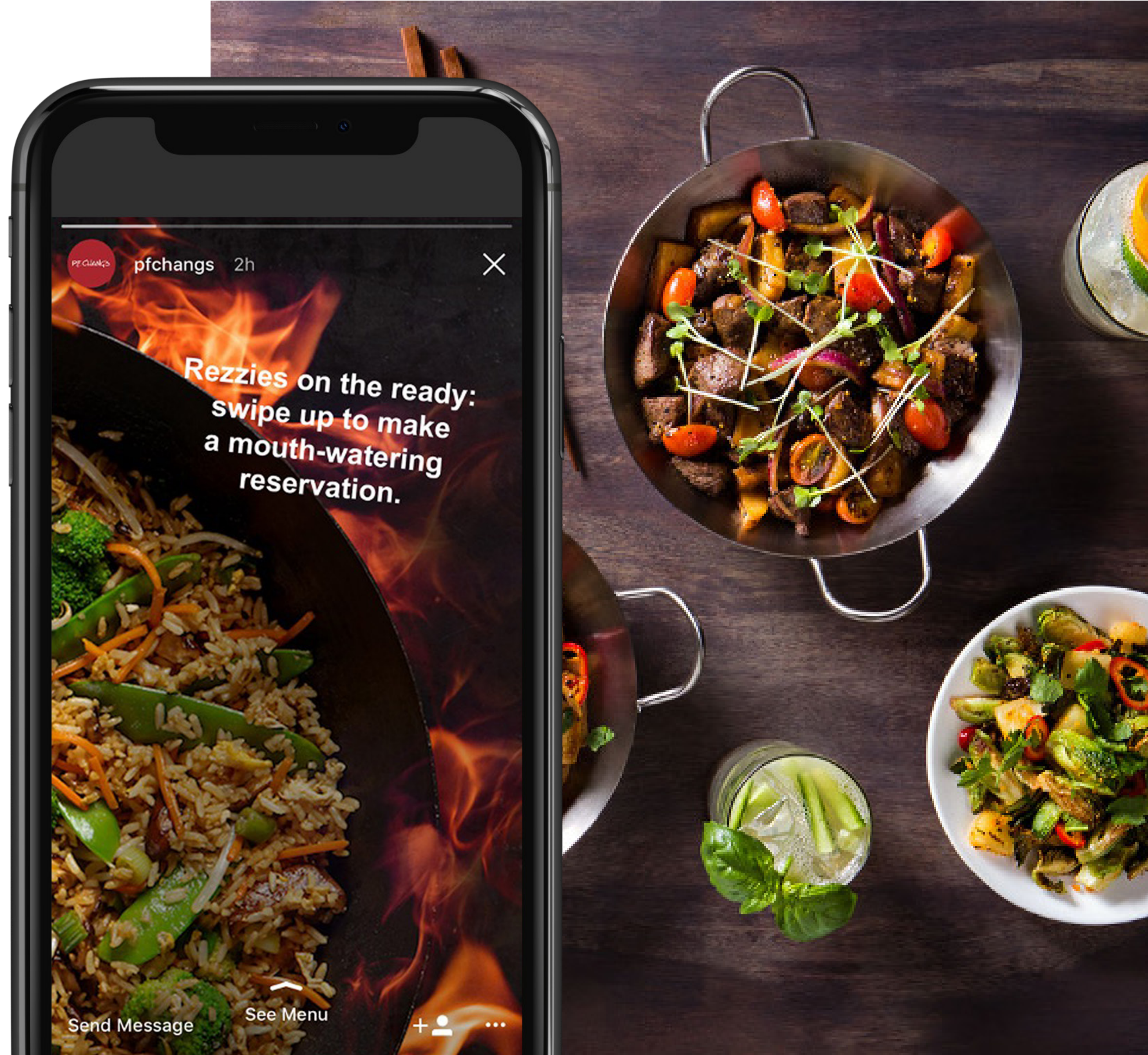
# Conversion:

**Objective:** Drive measurable orders and restaurant visits

- Integrated digital efforts with physical-store data and online order systems
- Implemented real-time campaign optimization based on store-level performance
- Deployed creative variants based on audience engagement patterns and order history

## Achieved:

- 5,541 tracked store visits and online orders
- +991% increase in in-store visits
- -93% reduction in cost per store visit
- 12.55% conversion rate (Industry: 2-5%) on pre-roll placements
- \$8.85 average CPM





# Loyalty:

**Objective:** Build lasting engagement and increase repeat orders

- Implemented centralized dashboards to monitor customer lifetime value and frequency
- Supported CRM and loyalty program refinement by evaluating what perks truly mattered
- Identified opportunity for franchise-wide consistency while honoring local personalization
- Built groundwork for future campaigns focused on segmented reactivation and membership value

While early loyalty metrics weren't the focus of this phase, our approach aligned with best-in-class loyalty strategies that typically drive a 5–15% increase in reorder rate for restaurants.





# Results Snapshot

In the **first 3 months**, Leap Group helped P.F. Chang's:

- Increased paid-media-attributed revenue by 94%
- Drove 5,541 store visits and online orders
- Boosted share of voice by 2.5%
- Delivered 8.9M+ completed video views and 95K+ clicks
- Achieved a 12.5% conversion rate on pre-roll and a 4.1:1 ROAS (Industry: 2:1–3:1)





# Why it worked

This campaign reconnected brand heritage with customer behavior. By combining predictive insights, tech-powered activation, and emotionally resonant storytelling, Leap Group helped P.F. Chang's stand out, drive action, and build momentum across every phase of the funnel.



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