

PAPA JOHN'S Case Study

Smooth Media Transition Takes Sunrise to the Top

When the Papa John's Cincinnati Co-op decided to move media to Sunrise, the transition from the brand's longtime media agency needed to be seamless. We had to instill confidence and surpass high expectations.

By gaining a clear understanding of the business in specific markets and developing a positive relationship with the previous agency, our media team not only made the transition smooth, but also brought Papa John's a new, non-traditional approach that gave them an advantage over their competitors. According to the independent media audit firm Media Management Inc. Auditing, we beat industry pricing and quickly became one of Papa John's Top 3 Media Agencies.

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STRATEGY



ANALYTICS



MEDIA BUYING



MEDIA PLANNING

 **BEAT**
INDUSTRY PRICING
-10% TO -36%

WE WISH ALL
AGENCY TRANSITIONS
WENT AS SMOOTHLY AS
WORKING WITH SUNRISE
ON PAPA JOHN'S!

 **SHARON MAGEE**
MEDIA MANAGEMENT INC. AUDITING



**RANKED IN THE
TOP 3 AGENCIES
ACROSS THE COUNTRY**

We exceeded expectations with a competitive new media plan. According to an independent media audit firm, we helped Papa John's beat industry pricing (SQAD), -10% to -36%, and made Sunrise one of the brand's Top 3 Media Agencies.