



CASE STUDY

Grits & Eggs Sponsorship Ad Package

Presented By



CAMPAIGN OVERVIEW



Link to full commercial [**HERE**](#)

Mission

Promote Grits & Eggs through a targeted sponsorship ad package to drive awareness, engagement, and in-store visits.

Campaign Elements:

- Align TV-produced commercial & ad banners
- Sponsorship package placement
- Geofencing technology for precision targeting

CAMPAIGN STRATEGY



Our Approach:

- Developed creative assets (video commercial + banners)
- Targeted local audience via geofencing around their four locations and key community areas
- Ran campaign continuously for 1 month
- Client Spend: \$750





Order Now

VINING

BUCKHEAD

SUMMERHILL

MIDTOWN



At Grits & Eggs Breakfast Kitchen (GE's Breakfast Kitchen) every dish has fresh & delicious Farm to Table ingredients that are sure to uplift your taste buds.



CAMPAIGN RESULTS

AUGUST 20TH - SEPTEMBER 20TH



16,998

Impressions

Strong visibility & reach

73

Clicks

Driving digital engagement

0.43%

Click Through Rate

Healthy performance for local awareness campaign

88

Store Visits

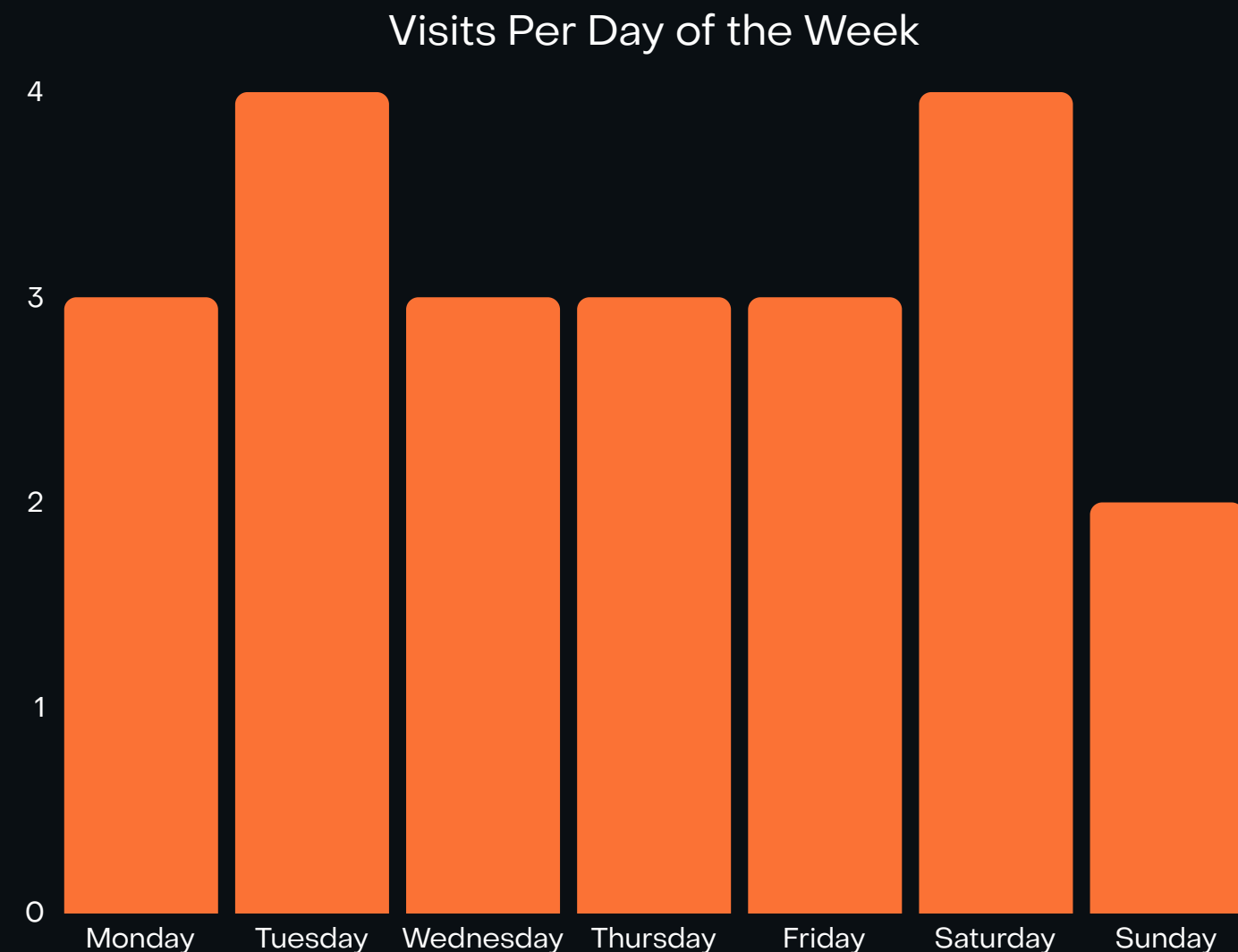
Proven in-person conversion impact

22.56%

Video Completion Rate

Engaged audience & relevant content

ROI BREAKDOWN



Return on Ad Spend (ROAS): 2.9x

For every \$1 invested, the campaign returned nearly \$3 in revenue. This does not include the long-term value of repeat customers or increased brand awareness, making the true impact even greater.

Campaign Spend

\$750

A one-month sponsorship package with full creative development and targeted ad placement.

Store Visits Tracked

88

Geofencing confirmed that 88 customers visited Grits & Eggs as a direct result of the campaign.

Average Spend per Visit

\$25

Verified by the client, each customer spent an average of \$25 during their visit.

Estimated Revenue Generated

\$2,200

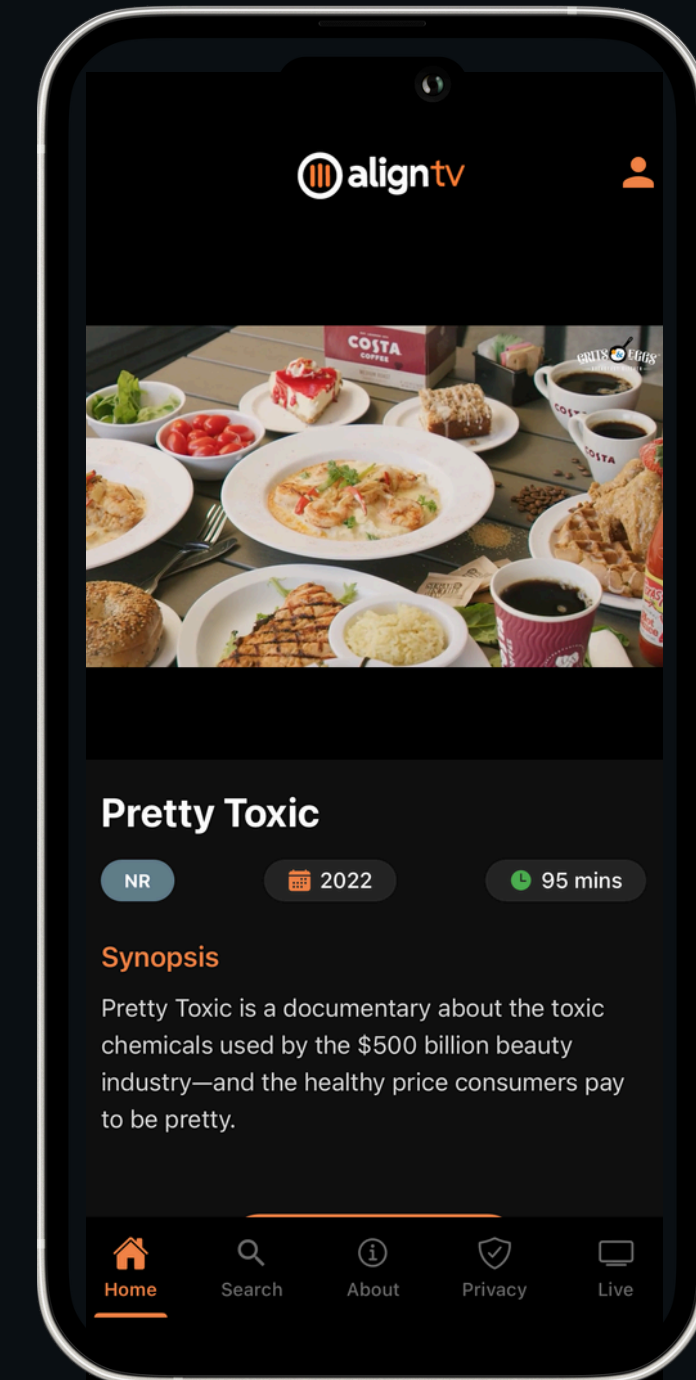
88 visits × \$25 average spend = \$2,200 in new sales directly attributed to the campaign.

CLIENT OUTCOME

- Based on the success of this initial campaign, Grits & Eggs immediately purchased five additional campaigns to roll out across their other locations.
- This demonstrates the client's trust in Align TV's ability to deliver consistent results and ROI across multiple markets.

Key Takeaway:

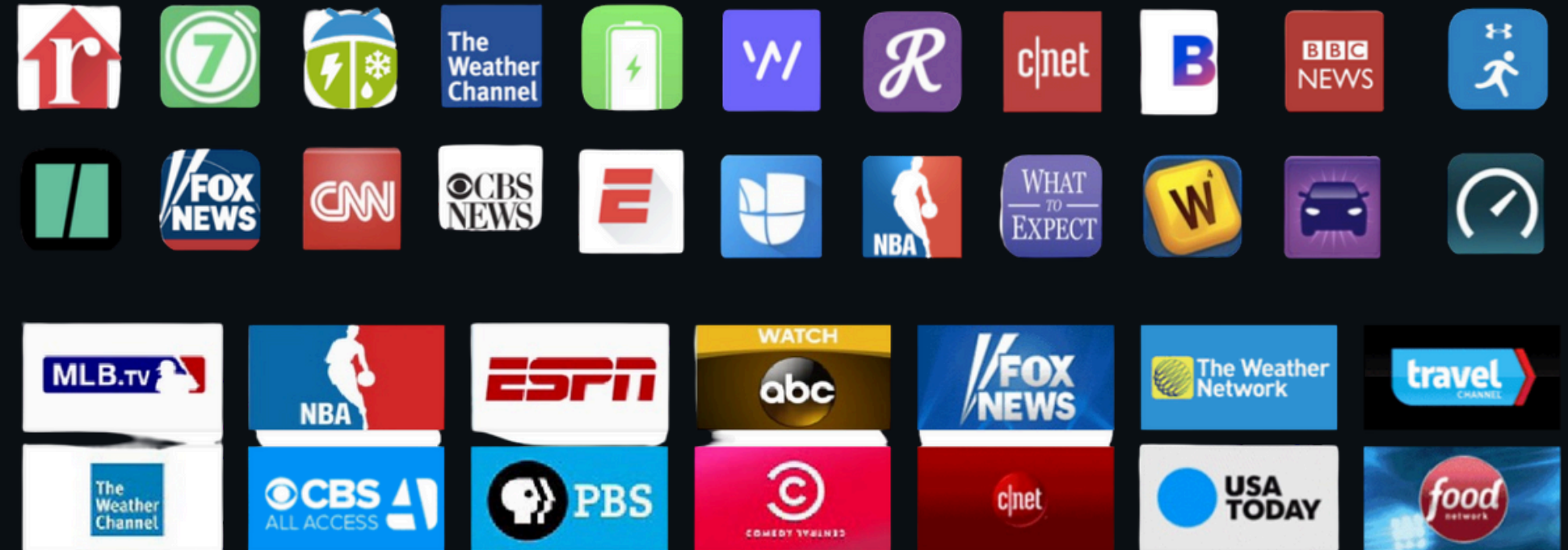
One successful one-month campaign not only drove new revenue but also secured a long-term partnership, proving Align TV's ability to scale results for multi-location businesses.



WHY ALIGN TV

Launch Your Ads

Reach millions instantly. Anytime. Anywhere. Your brand deserves premium placement on the world's most trusted platforms. Like CNN, Fox News, ESPN, AccuWeather, Spotify, iHeart Radio, and Shazam.



End-to-End Production

From concept to execution, we handle everything — commercial production, ad banners, and creative strategy — ensuring consistent branding and messaging.

Advanced Targeting with Geofencing

We use location-based geofencing to reach potential customers near your competitors, community hotspots, and high-traffic zones. This ensures your message reaches the right audience at the right time.

Impressions into Revenue

As seen with Grits & Eggs, Align TV campaigns go beyond awareness. They drive real foot traffic and sales. We specialize in converting attention into action, delivering tangible ROI for local businesses.

TIERED SPONSORSHIP PACKAGES

LOCAL BUSINESS SPONSOR

(\$750/MO)

- 12K mobile impressions, 5K banner
- Optional Align-produced commercial
- Local targeting + monthly analytics

SILVER SPONSOR

(\$2,500/MO)

- 65K mobile, 20K banner, 5K OTT ads
- Semi-exclusive placement + category exclusivity

GOLD SPONSOR

(\$5,000/MO)

- 130K mobile, 40K banner, 11K OTT ads
- Homepage takeover, custom content, live event sponsorship

FOUNDING SPONSOR

(\$50K/YR)

- 900K+ impressions, 90K+ banners
- Exclusive category lockout
- Co-branded content, PR rights, monthly reports

LET'S ALIGN.



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