



## CASE STUDY:

# MOE'S SOUTHWEST GRILL

## CO-OP MARKETING FOR FLORIDA QSRS



Moe's Southwest Grill, known for its fresh, made-to-order fare and signature "Welcome to Moe's!" greeting, partnered with evok to strengthen its local market presence through strategic co-op marketing initiatives. Working with the Central Florida and Tampa co-ops, our goal was to elevate the brand's regional visibility while keeping its playful, fan-driven identity at the forefront.

To achieve this, evok developed a multi-channel marketing approach that combined localized promotions, interactive social media contests, and integrated media across radio, outdoor, digital, and direct channels. This strategy not only expanded Moe's reach but also inspired stronger community engagement—inviting new guests to experience the brand and encouraging loyal fans to keep coming back.



**INDUSTRY**  
RESTAURANT

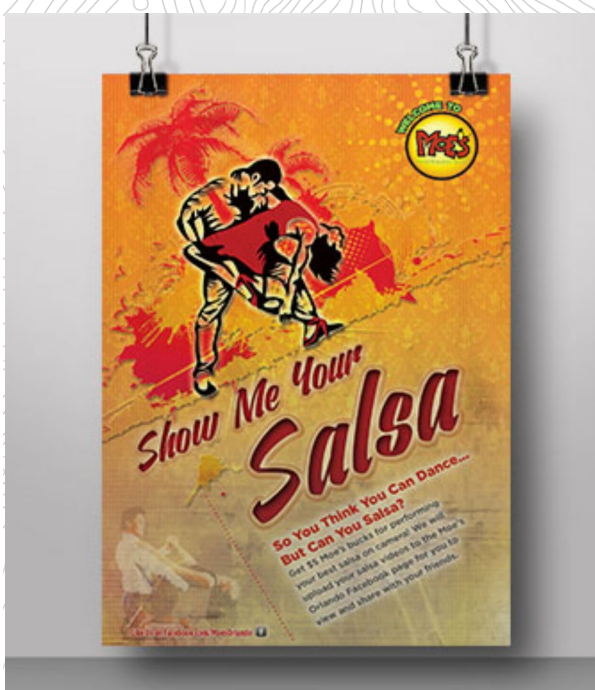


**AUDIENCE**  
CENTRAL FLORIDA &  
TAMPA RESIDENTS  
YOUNGER CONSUMERS  
FAMILIES  
ON-THE-GOERS



**CATEGORY/TACTICS**  
TV  
RADIO  
PRINT  
DIRECT MAIL  
MEDIA PLANNING  
DIGITAL MARKETING  
OUTDOOR ADVERTISING  
SOCIAL MEDIA MARKETING

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Poster



Facebook Page



Billboard



## IDEAS.

Home of the popular “Welcome to Moe’s!” greeting and a pop-culture inspired menu and atmosphere, Moe’s is a fun and engaging concept serving a wide variety of fresh, made-to-order fare. Over the course of several years, our team supported two Florida co-ops of burrito builders: Central Florida and Tampa.



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**ROCKIN' FANS DESERVE**

Google play  
Download on the App Store

**FREE BURRITO**  
WHEN YOU DOWNLOAD  
THE APP!

**MOE MONDAY**  
ANY BURRITO, A DRINK, CHIPS  
& SALSA **\$6.49**  
PLUS TAX

**Go Mad for Moe's and Spread the Word**  
**WIN FREE BURRITOS FOR A YEAR!**  
\*Contest details on page below

**HELP MOE'S WIN \$10K FOR CHARITY**  
You Could Win:  
• Disney & SeaWorld Tickets  
• Moe's Bucks  
• And More!

**SUMMON YOUR INNER SONGWRITER AND WIN!**  
**TWO TICKETS to see SISTER HAZEL**  
Live @ House of Blues, Orlando April 13, 2013  
**Get Creative!** Spice up the lyrics to any song with a big shout out to Moe's.  
See page instructions below to enter.

## Digital Marketing Ads



To remain a relevant force in the QSR industry, our team recommended a strong social media strategy that would help build, connect and engage fans. We created and hosted a series of contests and giveaways across co-ops, including a March Madness-inspired “Beverage Blaster” contest and a musical challenge in the form of a “Spice Up the Lyrics” contest.

We also developed an integrated media plan for Moe's that included radio, social, TV, direct mail and outdoor advertising, encouraging consumers to not only visit the locations, but also “Like” and engage with the brand on social media.



## RESULTS.

1.5 million

impressions during Moe's  
Orlando lyrics contest

13,000

unique stories for Moe's Tampa  
Bay Beverage Blaster Contest

110%

increase in impressions during  
Moe's 99¢ Burrito Day Campaign

440%

increase in Facebook fans  
for Moe's Tampa Bay

## KEY TAKEAWAYS

- A strong, localized co-op marketing strategy allowed multiple regional groups to collaborate under one cohesive brand message while maintaining flexibility for local engagement opportunities.
- Integrated media planning—combining radio, outdoor, direct mail, TV, and social channels—helped maximize awareness and encouraged fans to engage with the brand online and in-store.
- Interactive promotions, such as the “Beverage Blaster” and “Spice Up the Lyrics” contests, strengthened community connection and boosted participation across both Florida co-ops.
- Consistent creative direction and message alignment ensured Moe's remained a relevant, recognizable force within the competitive QSR market.
- Evok's partnership with Moe's demonstrated how regional collaboration and data-informed creativity can drive measurable growth, engagement, and sustained brand loyalty.