

‘Foot traffic increased 38%’



Sushi Roll Case Study



Escalator
Handrail
Media

JWT designed a campaign for Sushi Roll to inform customers of the restaurant location and to lure hungry shoppers away from the busy food court and into Sushi Roll.

Duration

30 days

Location

Westfield Eastgardens, Australia

Methodology

Store electronic traffic counter.

Result

Foot traffic increased 38% from previous month



Foot traffic results for the month during campaign

