



WELCOME TO

BURRITO HEAVEN

ORI'ZABA'S[®]
SCRATCH MEXICAN GRILL



RIVERS

The Project

When Ori'Zaba's approached us for a new messaging strategy and campaign materials, one thing was instantly apparent about their food: their quality speaks for itself.

We saw #NationalBurritoDay as more than just a discount opportunity. That's because at Ori'Zaba's, you won't just be getting a burrito - you'll be getting a meal that redefines what a burrito can be. We don't wanna get ahead of ourselves, but it might not be far-fetched to call it a burrito baptism.

101.5%

Increase in Sales
(Goal was 12%)

\$33.7k

Gross Sales

1,402

Discounted
Burritos Sold



**ON
NATIONAL
BURRITO DAY,**



**EXPERIENCE
BURRITO
BLISS**

**APRIL 6
only!**



DIRECT MAIL MARKETING



APRIL 6
only!



YOUR PRAYERS
HAVE BEEN
ANSWERED.

Valid on 4.6.23. In-app or in-person.

