

Fuel prices that keep up

Parker's Kitchen

How Grits & Peper uses Lucit to connect store fuel prices to billboard creative across multiple operators, screens and stores.



Campaign launched August 2024. Ongoing as of October 1, 2026.

5.2M

billboard plays

13,153

creative/price images

5

operator campaigns

Lucit analytics exports dated October 1, 2026. Plays rounded.
Image count supplied separately by Lucit. Historical operator campaign labels.

THE CHALLENGE AND SOLUTION

Dynamic pricing across operator boundaries

Parker's Kitchen wanted fuel prices to update within its billboard creative while Grits & Peper managed campaigns across different media owners. Each ad also needed to match the appropriate store and screen.

Before Lucit

The agency emailed artwork to billboard operators. The workflow was manual, and the ads did not include dynamic fuel prices.

With Lucit

The agency creates templates, adds store fuel-price fields and selects the screens where each creative runs. Lucit connects the data to the creative.

The agency stays in control

01 Design the promotion

Grits & Peper creates the artwork and reusable templates for food, recruiting and other promotions.

02 Connect the store price

The agency adds dynamic fields using the PriceAdvantage Fuel Prices app in Lucit.

03 Select the screens

The agency assigns each creative to specific screens, using the appropriate store price and directional message.

Source: campaign workflow supplied by Lucit; supplied creative and targeting examples.

A STORE-TO-SCREEN EXAMPLE

Store 98 on Lamar 99011

The agency pairs a Tender Snack promotion with the regular fuel price for Store 98, then targets Lamar screen 99011 in the Savannah-area campaign.



Supplied creative snapshot. The displayed price and offer are historical examples.

Price source

Store 98 / regular fuel

Creative

Tender Snack + fuel price

Screen

079.099011 / Rincon, GA

Item Screen Select
×

☐ Run on all screens
This item will run on all screens that are attached to this campaign

☒ Run on specific screens only
Only run on the 1 screens selected below

Filter...

☐ Bluebonnet Blvd & Dawson Creek - SF
355.000001 : Baton Rouge
1400x400
Bulletin

☒ com.lamar:079.099011
079.099011 : Rincon
540x180
Third

☐ com.lamar:079.099012
079.099012 : Rincon
540x180
Third

☐ Savannah Digitals
079.090400 : STATESBORO
540x150
Bulletin

When setting screen limitations, we strongly recommend adding a Default Creative in your Account Settings

SAVE

The screen selector shows 079.099011 selected. Creative varies by store, market and facing direction. The example uses direct screen selection; it does not establish automated geofencing.

CAMPAIGN SCOPE

Five operator campaigns. One creative workflow.

Grits & Peper manages dynamic creative in Lucit across the following operator campaigns. The stated campaign markets are Georgia and South Carolina.

Operator campaign	Recorded plays	Share of plays
Verde Outdoor	566,048	10.9%
Lamar - Savannah, GA	2,296,050	44.1%
BeSeen Outdoor	660,003	12.7%
Azalea Outdoor Advertising	1,638,204	31.5%
Coastal Outdoor Advertising	41,779	0.8%

Food promotions and recruiting can share the fuel-price connection



Recruiting + regular fuel price



Value Deals + regular fuel price

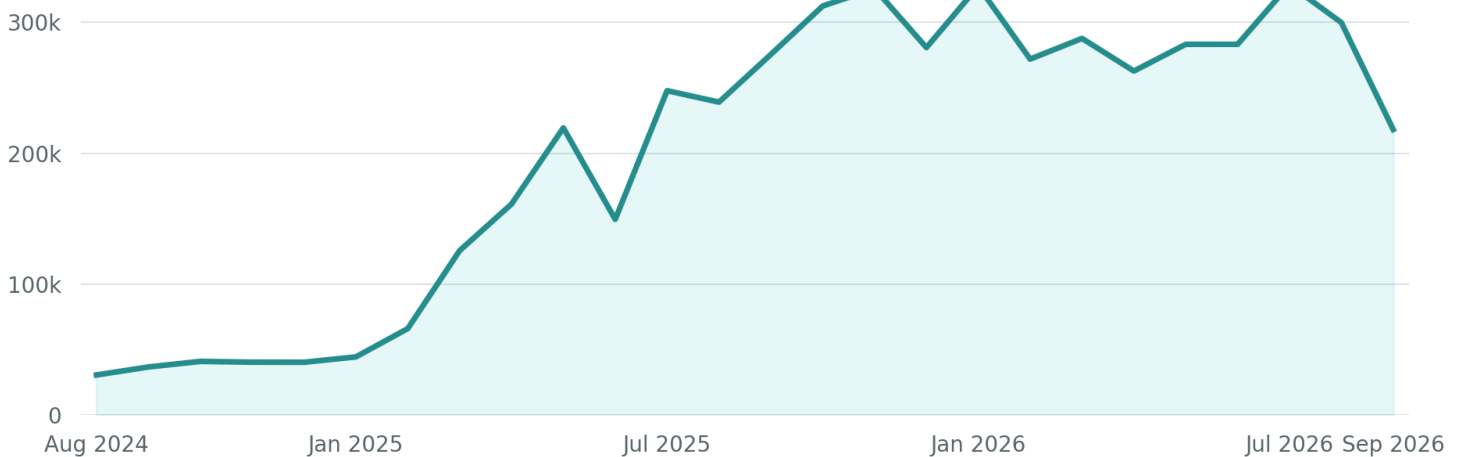
Source: campaign export and supplied Lucit creative grid. Historical campaign labels retained; Verde and Lamar are shown separately as exported. Named relationships do not imply five current independent owners.

DELIVERY RESULTS

5.2 million plays since launch

The period export records 5,202,138 plays and 22,115,586 reported estimated impressions through the October 1, 2026 snapshot.

Monthly billboard plays



+11.1%

Q3 plays, year over year

762,179 in Q3 2025
846,669 in Q3 2026

22.1 million

reported estimated impressions

Impressions reflect operator-supplied inputs and Lucit calculations. They do not represent unique people or measured store visits.

Source: monthly period export. Years assigned sequentially from the confirmed August 2024 launch. Chart ends September 2026; the partial October 2026 entry (2,990 plays) is included only in all-time totals. Delivery growth does not establish sales lift.

AUTOMATION AT CREATIVE SCALE

13,153 distinct creative/price images

Lucit reports 13,153 unique image IDs since the campaign began. This count represents distinct creative and fuel-price versions, rather than the number of templates the agency designed.

What would that volume mean manually?

An illustrative workload model assumes every version requires one manual update. The minutes per update below are assumptions, not observed agency timings.

219

hours at 1 minute

658

hours at 3 minutes

1,096

hours at 5 minutes

13,153 versions x minutes per update / 60

At three minutes per version, the equivalent workload is about 82 eight-hour workdays. The model illustrates why repeated manual price updates become difficult at this volume.

These are hypothetical manual-work equivalents, not measured hours saved. The model assumes one task per image, excludes setup and oversight, and does not account for batching or reuse. No additional multiplication by screen or operator count is applied.

MEASUREMENT AND NEXT STEPS

About the numbers

Reporting period

The campaign began in August 2024 and remains active. Exports are dated October 1, 2026. The monthly file has 27 entries, including a partial October 2026. Month years are inferred from the launch date and row order.

Plays and impressions

All-time headlines use the period export: 5,202,138 plays and 22,115,586 reported estimated impressions. The screen and campaign exports differ slightly. Their rounded totals remain 5.2 million plays and 22.1 million impressions.

Impression method

Lucit calculates impressions per play as $(\text{operator average daily impressions} / 86,400) \times \text{slot length in seconds}$. Estimated impressions are not deduplicated reach. Some supplied rows report exactly one impression per play; their underlying inputs need confirmation.

Scope and outcome limits

The screen export lists 13 distinct screen IDs, including one Daphne, Alabama entry with 61 plays. Georgia and South Carolina are the stated campaign markets. No store-count, sales-lift, visit-attribution or measured time-saving claim is made.

Sources

Lucit exports by period, billboard and campaign (October 1, 2026); supplied unique-image count, campaign brief, creative samples and targeting screenshot.

[Lucit impression calculation methodology](#) / [PriceAdvantage Fuel Prices app](#)

Dynamic billboard campaigns with Lucit

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