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Restaurant Uses Card Mailer to Take Spotlight from New Competitor

2011 Direct Mail Marketing Campaign

Challenge:

A Field Marketing Manager for a casual dining restaurant chain with 200 locations contacted Triadex. One of their franchise owners had a competitor opening a restaurant right across the street from their location. The franchise owner wanted to run a promotion to draw the local crowd into his restaurant the same week of the competitor's grand opening.

Solution:

The corporate Field Marketing Manager told the franchise partner about the success the corporate stores had with Triadex Card Mailables (10% - 20% redemption rates at all the corporate stores). The franchise owner then decided to place an order with Triadex Card Mailables.

The campaign was executed just as planned. The \$10 gift card mailables (no minimum purchase required) hit all of the local households (age: 24-55 & HHI: \$70k and up) the same week of the competitor's grand opening.

Results:

- The franchise owner reported that the campaign was a huge success
- They received a **15.92% redemption rate**

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