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1-877-TRIADEX (874-2339)

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Restaurant Introduces a New Menu and Captures a 14% Redemption Rate

2011 Direct Mail Marketing Campaign

Challenge:

A franchise restaurant wanted to promote their new menu. They contacted their corporate office for suggestions. Corporate referred them to Triadex Card Mailers.

Solution:

The franchisee owner mailed 10,000 pieces for two different locations.

Results:

- The franchise owner reported redemption rates of 14.5% and 16.5% respectively
- They saw many new faces and got a lot of great feedback from new customers who were eager to return
- The corporate office is now executing their 2nd system-wide gift card mailer campaign to all Corporate owned stores
- More franchise owners have joined the campaign

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