

Restaurant Uses Card Mailer to Take Spotlight from New Competitor

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 Mailers (10% - 20% redemption rates at all the corporate stores). The franchise owner then decided to place an order with Triadex Card Mailers.

The campaign was executed just as planned. The \$10 gift card mailers (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.