

Delivering Diners: How Bonefish Grill Turned Mail into Meals



Background

Bonefish Grill, a popular restaurant chain, had recently completed a significant rebranding and remodeling of their stores. Eager to spread awareness and attract new clients, one of their locations reached out to Triadex Services for assistance. They wanted to leverage effective marketing strategies to connect with the local community and drive in new customers.

Challenge

The primary objective was to raise awareness about the newly remodeled Bonefish Grill location and drive foot traffic to the restaurant. This approach is also highly effective for “**new ownership**” or “**new management**” campaigns. The goal was to create a marketing campaign that would stand out and resonate with the local community.

Solution

Triadex Services worked closely with Bonefish Grill to develop a plastic postcard mailer campaign. The mailer included two attractive offers: a \$10 dining card for lunch or brunch and a \$20 dining card for dinner. The creative design featured appetizing images of entrees and a glass of wine, appealing to the target audience’s senses.

Execution

A total of nearly 10,000 plastic postcard mailers were distributed within a few miles of the restaurant. The target audience comprised individuals over age 29 in households with incomes ranging from \$50,000 to \$125,000. The plastic postcard mailers were designed to look and feel different from typical mail, capturing the recipients’ attention with their unique texture and high-quality appearance.



Results

The campaign’s average redemption rate was an impressive 19.42%. The plastic postcard mailers stood out in the mail, breaking the monotony and encouraging recipients to take a closer look. The exclusive feel of the plastic mailers, combined with the enticing offers, effectively drove customer engagement and visits to the restaurant.

Benefits of Plastic Postcard Mailers



Attention-Grabbing

The unique texture and high-quality appearance of plastic postcard mailers make them stand out from standard mail, capturing recipients' attention.



Perceived Value

Consumers associate plastic mailers with higher value, making them more likely to engage with the offers.



Customizable

Direct mail campaigns can be personalized with images, addresses, and names, enhancing the customer experience.



Trackability and Measurement

Plastic postcard mailers include unique tracking and QR codes, allowing you to precisely measure response rates and customer engagement.



Visual Appeal

Translucent design options allow for eye-catching visuals that further capture consumer interest.

Impact

The initial plastic postcard mailer campaign for Bonefish Grill generated an ROI of \$138,000. Projecting this success over a year, running the campaign quarterly could generate over \$2 million in lifetime value from the new customers acquired.

Triadex Services provided comprehensive reporting, detailing redemption rates by offer, age range, and income level, along with a map showing the physical locations of the redeemers relative to the restaurant. The marketing director of Bonefish Grill was highly satisfied with the campaign's results, noting the significant increase in awareness and customer traffic.

Conclusion

The plastic postcard mailer campaign demonstrated the power of innovative direct mail strategies in driving sales and customer engagement. By creating a visually appealing and high-value mailer, Triadex Services helped Bonefish Grill successfully reintroduce their remodeled location to the local community, setting the stage for ongoing marketing success.

