

# CASUAL DINING RESTAURANT CASE STUDY

FREQUENCY & STRONG  
OFFERS YIELD HIGH ROI

## ► Objective:

Increase Traffic & Sales

## ► Media Used:

Slim Jim



## MSPARK APPROACH:

- Identify key ZIP Codes to target around the location, reaching 14,508 households
- Mail a Slim Jim insert utilizing two strong offers:
  - Buy One Entrée, Get One 50% OFF
  - \$5 OFF Any Purchase of \$20 or More

## RESULTS:

- 45 coupons redeemed after one mailing
- Net Sales Revenue: \$1,337
- For every \$1 spent on advertising, the client received \$2 in sales.

## NOTEWORTHY:

- A clean, well-designed ad catches customers' attention
- Compelling offers, like dollars off or BOGO, encourage redemption