

GRAND OPENING CASE STUDY

SHARED MAIL DELIVERS RESULTS FOR MILOS

► Objective:

Milo's Hamburger, a regional QSR chain, turned to shared mail to create awareness of a new location in the marketplace & build loyalty after a post grand opening event.

► Media Used:

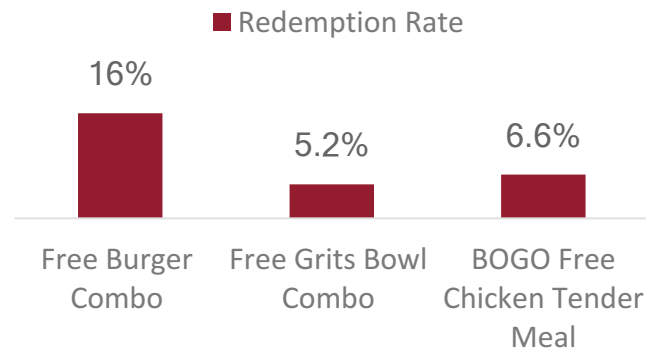
Impact Postcard



MSPARK APPROACH:

- Develop a 3 month Grand Opening marketing plan
- Identify key ZIP Codes for distribution
- Utilize the Impact Postcard to reach 30,224 HHs around the store monthly
- Include strong offers such as:
 - Free Burger Combo (all day offer)
 - Free Grits Bowl Combo (breakfast hours only)
 - BOGO Free Chicken Tender Meal (all day offer)

RESULTS FROM 3 MONTH PLAN:



"We learned through shared mail that if the offer is strong enough, consumers will come. We only expected an average return of 3%. When it jumped to 16%, we were amazed!"

—Satisfied Milo's Hamburger Franchisee

