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**2010**

# PODi Digital Print Case Studies

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| **Project:** | **Beef 'O' Brady's Gathers Valuable Customer Information** |
| **Vertical Market:** | Retail – Restaurant |
| **Business Application:** | Direct Marketing / Traffic Generation / Loyalty |

## Business Objectives

Beef 'O' Brady's is a national restaurant franchise that is based on the concept of a neighborhood pub where friends and family can gather to enjoy food and televised sports in a comfortable, friendly atmosphere.

The Beef 'O' Brady's franchise in Maumelle, Arkansas was searching for a cost effective way to reach out to existing customers. They had tried giving patrons surveys to be filled out at the restaurant table, but the completion rate was very low. Surveys that were completed by hand also presented a challenge to Beef 'O' Brady employees because handwritten comments could be difficult to read and data had to be manually input into a spreadsheet in order to do any analysis.

CustomXM proposed the GetNTheGame.com® program as a solution that would help the restaurant achieve its goals.

- Increase customer loyalty

- Easily obtain customer satisfaction feedback

- Gather valuable "opt-in" data from the customer (contact info, email, etc.) for future marketing efforts

- Promote new product offerings via on-line coupons

## Results

The program was a success and the restaurant owner immediately gained valuable insight about the business that enabled her to determine levels of customer satisfaction, frequency of customer visits, and most and least popular aspects of the restaurant.

- Over 27% of restaurant patrons completed an online survey

- Demographic and individual customer contact information was gathered for use in future restaurant promotions, including close to 300 email addresses

- Business increased at the restaurant compared to the same time period the year before. This was attributed to the GetNTheGame® program because no other marketing or promotions were done by the restaurant

- From the online survey Beef 'O' Brady's learned:
    - 49% of respondents visit the restaurant one to two times a week
    - Over 70% of respondents felt that their dinner/lunch was "Great"
    - Besides the food, patrons' favorite thing about the restaurant is its family atmosphere

### Campaign Architecture

The GetNtheGame.com program provides digitally printed cards, branded with Beef 'O' Brady's theme and distributed to patrons by the restaurant servers. Each card contained a unique URL and password and encouraged patrons to visit the microsite in order to win a guaranteed prize. Once on the site, patrons were asked to complete an online survey about their experiences at the restaurant. Upon completion, an email containing a prize coupon was automatically sent to the participating restaurant guest.

The restaurant owner received immediate email notifications of these visits. She was also able to immediately review the feedback from patrons via an online dashboard.



Microsite landing page



Thank you email with "prize" coupon

### Target Audience and Messaging

The audience for this campaign was current restaurant patrons.

## Offer

Patrons were guaranteed to win a prize if they visited the microsite and completed the survey. They had a chance to win a free Kid's Meal, 10 free wings or $100 in cash.

## Creative and Outbound Piece

The creative for the cards was developed by the service provider.

## Reasons for Success

The owner described the program as a valuable and affordable tool for marketing her establishment. According to Rebecca Jones, Owner, Maumelle, Arkansas Beef 'O' Brady's franchise, "This was a huge success! I was able to build guest loyalty and gather valuable information on future marketing efforts. It worked and I plan to use it again."

Best practices learned from this campaign are:

- **Gather Customer Data.** Any retail operation can benefit from collecting information on their customers. This Beef 'O' Brady's franchise did not previously have contact information on individual patrons. The collection of email addresses opened up new communication opportunities that the restaurant never had before. For instance, when a special St. Patrick's Day party had to be postponed due to bad weather, Beef 'O' Brady's was able to send an email notification to its patrons.

- **Make It Easy.** The old "KISS" (Keep it Simple, Stupid) principle is still relevant and in this campaign it is applicable in several manners.

  - The GetNtheGame.com program was a turnkey solution that Beef 'O' Brady's could easily implement. The owner simply had to decide what she wanted to use as an offer and what she wanted to learn about customers
  - The response mechanism, visiting the microsite, made it simple for restaurant patrons to complete the survey and collect their prize coupons

- **Make a Good Offer**. The fact that all patrons were guaranteed to win something made this campaign's offer more enticing. The timing was also good since with the poor economy more patrons were looking to take advantage of discount offers.

| Client | Beef 'O' Brady's, Maumelle, Arkansas franchise |
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| | www.beefobradys.com |
| | Beef 'O' Brady's is a national restaurant franchise that is based on the concept of a neighborhood pub where friends and family can gather to enjoy good food and televised sports in a comfortable, friendly atmosphere. |
| Target Audience | Restaurant patrons |
| Distribution | 1,000 |
| Date | February – April 2009 |