

BUSINESSPLACE  
THANK YOU'S™

DRIVING GUEST TRAFFIC  
FROM WORK

## Restaurant Reimaging

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### Background

Restaurants generally draw guests from two geographical categories – those who LIVE in proximity to their locations and those who WORK in proximity to their locations.

With an ever increasing demand to deliver traffic and sales, restaurant marketers continue to focus on reaching consumers at work as part of their marketing strategy. These prospective guests are valuable, because they are known to be employed, their commuter patterns take them near restaurants on a regular basis, their work day spans across multiple dayparts, their business events and activities often include food, and many of their personal food purchasing decisions are made at work. Marketers that utilize direct marketing to deliver offers to these guests can create a successful program that delivers traffic, sales and loyalty year after year.

Marketing Informatics (Mi) reaches these valuable guests by utilizing its BusinessPlace Thank You's™ program to deliver offers into targeted types and locations of businesses. These "Thank You's" are for employers to give to employees as a no-cost benefit that provides a win for the restaurant, the business place employer and their employees.

One of the marketing events regularly utilized in the restaurant industry is reimaging. Whether this involves a scaled down refresh or a comprehensive renovation, these events are great opportunities to build traffic and sales.

### The Opportunity

Two national casual dining restaurant brands struggled to deliver positive traffic and sales from their marketing efforts for consecutive quarters. Both were looking for a sustainable marketing program among consumers at work that would help resolve this issue. Both brands planned to reimage all of their locations over 12 months.

The first brand, a casual dining restaurant with more than 600 corporate owned locations, wanted to not only support traffic at the time of reimaging, but into the future as reimaging impact dissipated. They chose to test the program in underperforming locations only, creating a difficult environment for proving the program's potential.

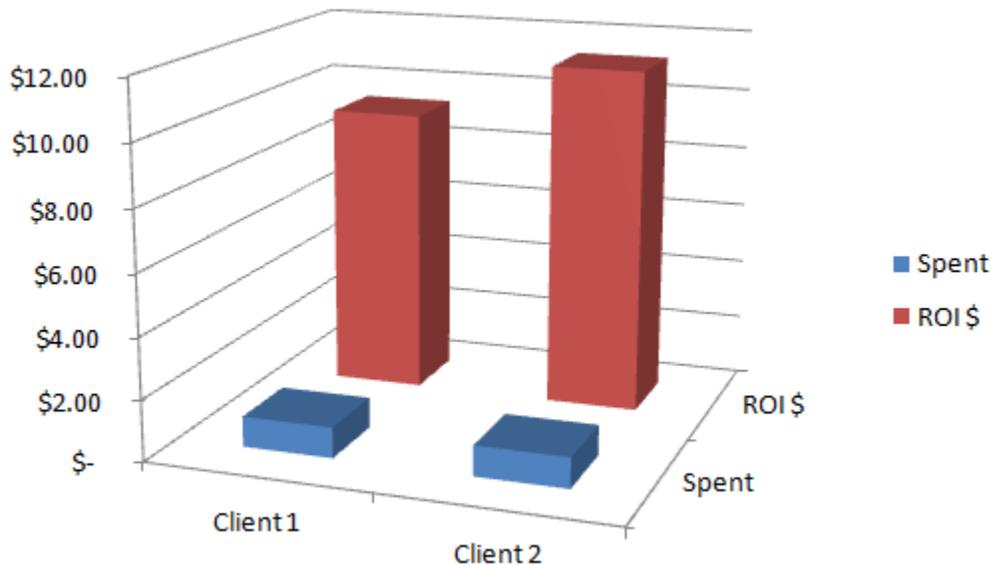
The second brand, a casual dining restaurant with more than 100 corporate owned locations, was looking for a program that exceeded breakeven. With only a single direct marketing program performing at expectations, our program was in a position to be very helpful.

### The Solution

As the direct marketing partner for both brands, Mi fielded its Thank You's™ program to deliver results.

In the first example, the campaign, which began one year after reimage completion, produced a redemption rate of 49.5%, delivering a 938% ROI, calculated on sales/marketing spend. These results were significantly better than those from competing programs tested in these underperforming locations. Mi will be supporting the reimaging efforts until all restaurants are completed.

In the second example, the campaign produced a redemption rate of 32.5%, delivering an 1130% ROI, calculated on sales/marketing spend. When compared with the previous marketing efforts that failed to breakeven, these results were extraordinary and have led to a regular annual program.



### The Lessons

1. The combination of reimaging, a great offer and the BusinessPlace program produced stellar results
2. The program can be utilized to boost traffic and sales immediately following reimaging or after the initial reimaging impact dissipates
3. The program is a potential foundational program for marketing
4. This program is well suited for triggered marketing such as restaurant grand openings or other events

### About Marketing Informatics

Since 1987, Marketing Informatics has specialized in using local market intelligence and practical programs to drive traffic for clients. Mi has been recognized with awards from the Indiana University Kelly School of Business; Johnson Center for Entrepreneurship; Experian Marketing Services; Inc. Magazine's "Inc. 500 Fastest Growing Private Companies in America," and other industry recognition.

For details on BusinessPlace Thank You's™ or to request specific counts for your locations, please call Marc Becher at 877-788-4440.