

Direct Mail Case Study



Have breakfast on us

Sector & Brand: Food Retail
Country: United States
Date: September 2009

Background:

Who was the advertiser?

Café Express was founded in 1984 and is now a chain of fast-casual bistro-style restaurants in Texas, US with its headquarters in Houston. The first slogan was “Great Food Fast”, an ethos they have kept to over the years, specialising in local American favourites and offering customers fresh handmade food making it a long-standing lunch and dinner restaurant option for many diners.

What was the challenge?

Café Express launched a breakfast menu to take it into a new market that it had not previously aimed at. The challenge was to raise awareness of this new offering and bring customers to their restaurants.

What were the objectives of the campaign?

To make its already happy customer base aware of the new breakfast option at its restaurants and use this to get them through the doors to try the breakfasts.

Who was the target group?

The campaign was targeted at those who already went to the Café Express restaurants for lunch and dinner. The method used for the campaign also allowed them to get a better

demographic of their customers and build up a customer profile of their best target audience for the future.

The campaign in detail:

Which media were used?

The campaign was a cross-media multi-channel campaign including direct mail, personalised websites and social media.

What was the mailing approach?

20,000 personalised mail packs were sent out to the target audience in the Texas area.

What was the creative concept?

The personalised mail packs included a 'breakfast gift card' with a personalised URL. This enabled customers to login and activate their gift cards in order to get the free breakfast. This was followed by a prompt for people to complete an online survey to contribute basic information that contained data on demographics and customer habits.

In addition to this, there was also an incentive offered if people shared the free breakfast offer on their social media profiles on Facebook and Twitter. Doing this put people into a prize draw to win \$100 gift certificate which would also bring customers into the restaurants and feed back into creating interest and 'news' in the social media platforms.

The results

- The response rate from the campaign was 24%, 62% was generated from the personalised mail pack.
- 20% of responders also shared the offer on social networking sites.
- Café Express received market research feedback from the filled-in questionnaire which enabled them to build up a profile of their core customer: a woman in her 40s with a household income over \$100,000.



Case Study: Café Express