



CASE STUDY

QSR realizes that integrating print + digital outperforms a la carte tactics in response and ROI

About Company

- Leading quick service restaurant chain
- Locations nationwide

Objective

- Increase business by launching a new menu

Solution

- Integrate print & digital media; i.e. Shared Mail Inserts & Dynamic Mobile Ads
- Analyze geographic, behavioral & audience-driven data to identify high potential prospects at home and on the go
- Reach and activate college students, millennials & travelers

Results

- Generated 10:1 ROI
- High print coupon response rate: 20%
- 61% lift in foot traffic and 29% in repeat visits attributed to Dynamic Mobile

Every day, restaurants are running the risk of 41% of their customers going elsewhere.¹ To increase and retain business, a major quick service restaurant (QSR) decided to launch a new menu, nationwide, and try a fresh media approach.

Valassis recommended integrating print and digital, rather than planning independently. The campaign reached households through print and on-the-go consumers via mobile.

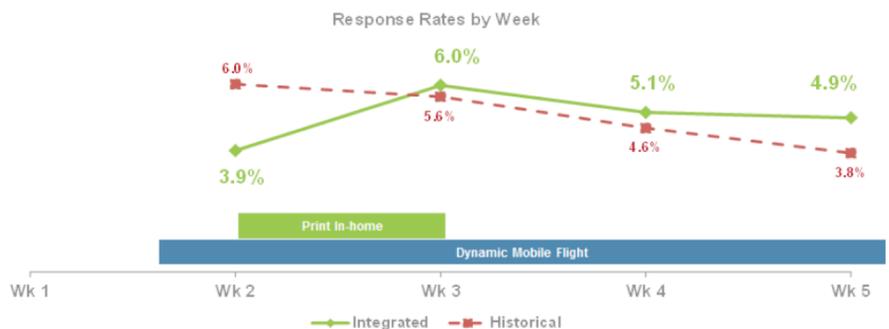
Activate hard-to-reach customers via intelligent media delivery

Using geographic, behavioral and audience-driven data, we were able to identify and activate more high potential customers throughout the day. College students, millennials and travelers were among those who responded and returned.

The first full week of the campaign, printed inserts with coupons were mailed out – targeted to consumers around each restaurant location. To support the print ads and keep the launch going, Dynamic Mobile ads ran all four weeks – targeted to prospects identified by the data, as they entered the area. These ads carried offers and a map to the nearest location.

Super relevant solution creates sizeable lift

The campaign generated a remarkable 10:1 ROI. Response, topline sales, foot traffic and frequency lifts were greatest when print and Dynamic Mobile were integrated.² The digital presence helped keep the promotion going strong – above historical brand performance as the chart indicates.



Sources: 1. NPD Crest, 2016; 2. Client data