PODi
CASE
STUDY

McNELLIE'S RESTAURANT
PERSONALIZED MAPS DRIVE TRAFFIC TO NEW LOCATION

PODi

the Digital Printing Initiative

MCNELLIE'S RESTAURANT

VERTICAL MARKET: Retail

BUSINESS APPLICATION: Direct Marketing/Traffic Generation

BUSINESS OBJECTIVES

McNellie's is a restaurant chain based in Tulsa, Oklahoma. The downtown McNellie's location is well known and usually packed. But when the company opened a second "City South" location that was literally "over the hill" from a busy intersection, that location didn't receive as much business.

The restaurant had been running ads in several local papers promoting both locations. These ads helped to drive business to the downtown location, but the results for the second location were not as effective.

McNellie's knew once people found the restaurant, they would likely return. So they turned to Tulsa-based marketing service agency TPSi for help.

The campaign objectives were:

- To generate awareness of the new restaurant
- To encourage people to visit the new restaurant

RESULTS

- The response rate for the direct mail was 24%
- 600 of the 2,500 food coupons were redeemed

CAMPAIGN ARCHITECTURE

TPSi knew McNellie's had good name recognition and there were many happy patrons eating at their downtown location. To create that same loyal following in a new location, people would need to know exactly where it is.

TPSi created a direct mail campaign designed to create awareness of the new location, provide instructions on how to find it, and offer an incentive to visit.

TPSi bought a mailing list that was comprised of 2,500 prospects with specific demographic information and geographic proximity to the restaurant.

In creating the direct mail piece, TPSi used engaging images and capitalized on the time of year with a "Happy Holidays" message.

The direct mail piece needed to include easy to follow instructions for how to find the restaurant. Using addresses from the mailing list, TPSi added personalized maps created by locr that detailed the route from the recipient's home to the location of the restaurant. A unique map was created for each recipient and included as part of the direct mail piece.

As an incentive, the direct mail piece also included a generous $10 food coupon. The recipient had two months to redeem the coupon.

REASONS FOR SUCCESS

- The campaign provided a map that guided the recipient from their home to the new restaurant - they could literally visualize themselves going to the restaurant
- There was a generous gift coupon that provided an additional incentive

CLIENT	**McNellie's Restaurant Chain** http://www.mcnelliesgroup.com/ Formed in 2009, The McNellie's Group owns and operates a number of restaurants and bars throughout Oklahoma. Today, McNellie's Group owns and operates a total of ten establishments.
PRINT PROVIDER & AGENCY	**TPSi** http://www.tpsitulsa.com/ The Tulsa, Oklahoma based company provides a wide range of services, including laser print, digital print, digital archive, eStatement and presort mailing services. TPSI also offers web-to-print and variable data publishing. TPSi listens to customers, anticipates their needs and expands or adopts services accordingly.
GEO DATA AGENCY	**locr GmbH** http://maps.locr.com/ locr is Europe's leading provider of individualized maps and other geo-related products for direct marketing and photo finishing applications.
HARDWARE **SOFTWARE**	HP Indigo 7600 HP Exstream locr GmbH generated the personalized maps
TARGET AUDIENCE **DISTRIBUTION** **DATE**	A purchased mailing list of residents within a defined geographic vicinity of the restaurant. 2,500 December, 2013