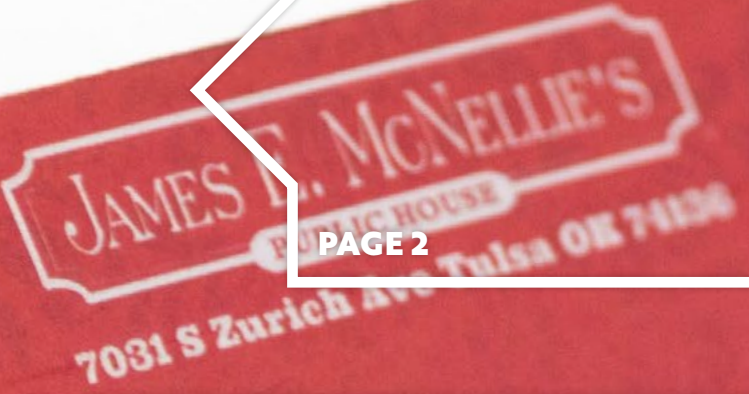From your house to ours

LOCR CASE STUDY

McNELLIE'S RESTAURANT
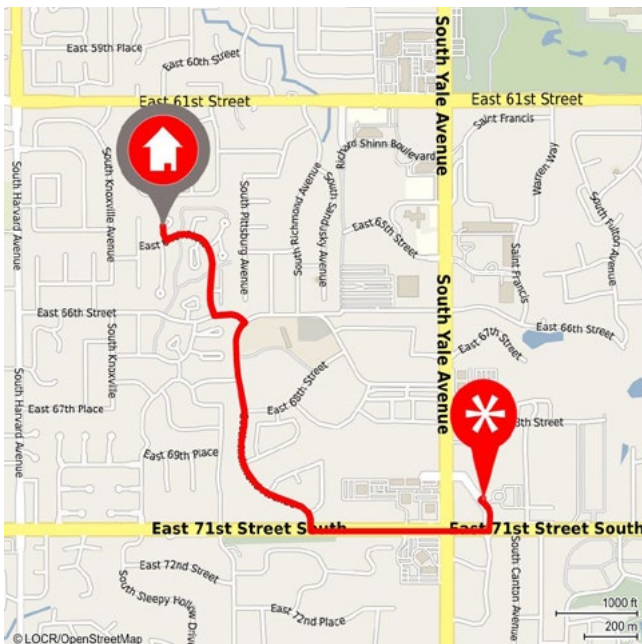
McNELLIE'S RESTAURANT

OBJECTIVES

McNellie's is a Tulsa-based restaurant chain operating a number of restaurants and bars. Since its foundation in 2009 the McNellie's group has opened a total of ten restaurant locations throughout Oklahoma.

Due to the big success of the first McNellie's restaurant in downtown Tulsa, a second location was opened outside the city center. However, the second location near a busy intersection didn't receive as much business as its downtown twin.

Running ads in local papers drove traffic to the downtown branch but not to the promoted "City South" location.

McNellie's knew people would return to the restaurant once they found it. So they engaged Tulsa-based marketing agency TPSi to create a campaign that would generate awareness and encourage people to visit the new restaurant, too.

Example NAVImap „McNellie's South City"
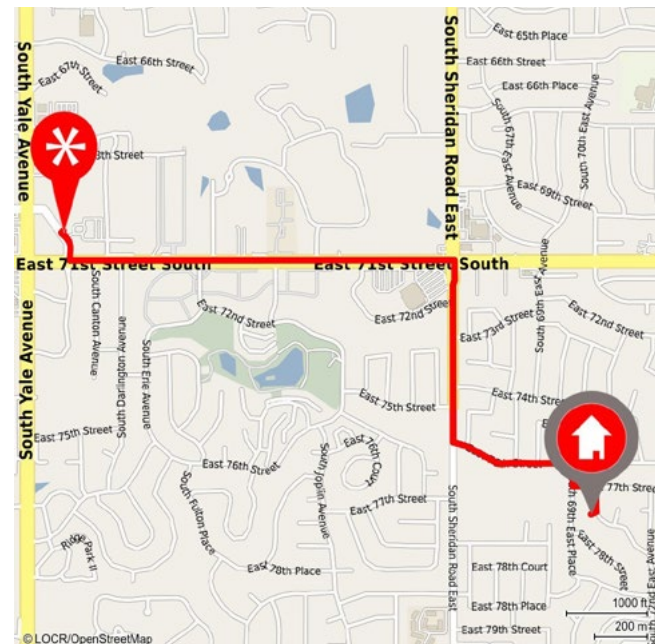
Example NAVImap „McNellie's South City"

McNELLIE'S RESTAURANT

CAMPAIGN

It only needed people to know where the new restaurant was to build a loyal customer client base for the "City South" restaurant location.

So TPSi went to work creating a direct mail campaign that provides directions on how to get to the new restaurant easily and offers an incentive to visit.

A purchased mailing list with 2,500 addresses of prospects that live in the vicinity of the restaurant defined the target audience.

Example „Front Mailing Peace"

The direct mail piece needed to include easy to follow instructions for how to find the restaurant.

And what's easier to follow than a personalized map?

TPSi turned to locr for personalized maps that detailed the route from the recipient's home to the location of the restaurant. As part of the direct mail piece locr created a unique map for each recipient address.

As an incentive, the direct mail piece also included a $10 coupon to be redeemed in-store within two months.

McNELLIE'S RESTAURANT

RESULTS

The response rate for the direct mail campaign was 24%.

600 of the 2,500 coupons were redeemed.

Example NAVImap

BEST PRACTICE

The campaign's success can be attributed to the $10 voucher that provided an incentive to visit the restaurant and the implementation of personal elements using personalized maps that create a one-to-one communication with the prospects and gave them easy to follow directions on how to find the new restaurant.

Roger Albert, Senior Account Executive at TPSi, worked on the McNellie's campaign. He noted, "When we created this campaign, we knew if people visited the restaurant, they would likely become loyal customers. We achieved that goal by adopting locr's "driveway-to-parking lot" variable maps as a central design element.   Directions to the restaurant and a strong personalized element in our direct mail marketing campaign created the highest response rate we have seen in 35 years of operations. McNellie's is very pleased with the response rate, and has plans to do similar campaigns in other cities. More importantly, McNellie's is happy to regularly see a parking lot full of cars and a lobby full of customers waiting to be seated."

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STUDY

ABOUT LOCR:

locr® is the world's leading provider of geomarketing services that let marketers use location to their advantage. locr takes data from leading geodata suppliers and converts it into geo-information services and personalized maps that can be used by marketers to enhance their mailing lists, create higher engagement, and achieve better response rates.

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