

Grand Reopening Restaurants are Getting BACK TO BUSINESS

GAIN MARKET SHARE
AS AMERICA REOPENS

mspark **GO!**
BACK TO BUSINESS

COVID-19 HAS MADE *a Lasting Impact* ON HOW PEOPLE DINE

Just over half of consumers expect to make their new dining behaviors part of their routine even after COVID-19.

10%

used delivery for
the first time

12%

ordered carry out for
the first time

14%

increased frequency in
using delivery services

19%

increase in frequency
of using carry-out

As businesses begin to reopen across the country, plans will vary from city to city and state to state. Diners will have different levels of comfort with returning to in-person dining. Communicating with your customers is key to letting them know your plans to meet their needs and drive traffic to your restaurant or website.



IMPORTANT INFO TO SHARE WITH *Your Restaurant Customers*

- Dining rooms are open
- Curbside is still available
- Delivery availability and options
- New menu items
- Employment opportunities
- New locations on hold in 2020 are now opening
- Loyalty programs
- Mobile apps
- Updated business hours
- New precautions being taken
- Special deals and offers to drive traffic and gain market share

THE IMPACT DIRECT MAIL CAN HAVE ON

Your Restaurant Marketing Strategy

62%

62% of restaurant or take out customers responded to an ad/coupon in the mailbox in the past 12 months

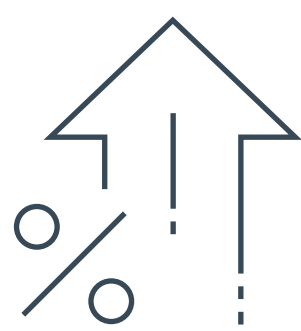
30%

When print is paired with digital media, advertisers see as much as a 30% increase in response.

When you add direct mail as part of a multi-channel campaign, it does more than simply engage consumers; **it drives activation and purchase intent.**

Print drives **11%** purchase intent compared to only **4%** with digital alone.

That's a
175% INCREASE
when anchoring your digital campaign with print!



"Direct mail has the **highest response rate** by far when compared to email, paid search, online display ads and social media." – Data & Marketing Association



Use Our Shared Mail Products as a Cost Effective Way to Market Your Business Today!

Mspark's targeted mass media solutions offer national reach to
116+ MILLION HOUSEHOLDS
through direct mail, and
82% of our audience open and read their mail at the first opportunity.

See How Restaurants Like Yours Have Benefited from Integrating Shared Direct Mail as Part of Their Marketing Strategy.

Success Story

NATIONAL QSR CHAIN CASE STUDY

OBJECTIVE:

Encourage franchise participation in shared mail program

APPROACH:

- Partner with corporate to provide an affordable advertising solution
- Encourage franchise participation for 2 consecutive in-home dates
- Target the best households surrounding each restaurant location utilizing the wrap and targeted inserts

RESULTS:

Average margin generated per store from one mailing **\$2,013**

Each coupon redeemed generated between

\$4.75-\$7.40

Acquired new customers & expanded current customer base

FAST CASUAL RESTAURANT CHAIN CASE STUDY

OBJECTIVE: Increase ROI & Traffic

APPROACH:

- Target zip codes based on propensity to dine out
- Mail targeted insert to 16,685 households surrounding the location
- Maintain consistent monthly frequency with appealing offers

RESULTS:

200 coupons redeemed after one mailing

Net sales revenue of

\$6,000 per store

For every \$1 spent on advertising, the client received **\$5.48** in sales

FAST CASUAL CASE STUDY

OBJECTIVE: Increase foot traffic

APPROACH:

- Analyze customer data to identify key zip codes with historically high redemption, within a 20-minute drive time, casual dining propensity, and number of competitors
- Utilize the impact message postcard to track redemptions at the household level with variable coupon codes

RESULTS:

63,120 coupons redeemed after one in-home date (2.13% of households mailed)

Total revenue of

\$2.1million

\$7.26 in sales for every \$1 spent on shared mail

We Work with Leading Fast Casual Dining and Quick Serve Restaurants Across the U.S.



Source: Valassis consumer survey 2020; AdMail AudienceSCAN 2020; Canada Post Neuroscience Report; Millward Brown Print Campaign Analysis

ABOUT MSPARK

Since 1988, Mspark's comprehensive data-driven insights on consumer behavior have helped our clients access and activate the target audiences they want to reach. We take pride in being a trusted advertising partner to more than 3,000 clients, driving cost-effective, measurable results through national reach (116+ million households), precision targeting, and integrated campaigns.

www.mspark.com

READY TO GROW YOUR BUSINESS?

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