

## MAILER:

Roy Rogers

## OBJECTIVE:

Roy Rogers faced the challenge of promoting their new Pacific Cod Sandwich Combo and increasing visits to restaurants in targeted locations.

## SOLUTION:

eTargetMedia executed a targeted email marketing campaign that reached avid fast food diners who eat at fast food restaurants multiple times per week. eTargetMedia strategically selected the Fast Food Enthusiasts file and selected fast food consumers between the ages of 25 to 54 years old in over 60 targeted zip codes where Roy Rogers has locations. The creative featured Roy Roger's Pacific Cod Sandwich Combo and a \$1 off special offer for email recipients who printed the coupon and redeemed it at the restaurant.

## OUTCOME:

The email marketing campaign produced an exceptional open rate, high click through rate as well as a strong coupon redemption rate among the fast food enthusiasts that were targeted in the campaign. In addition, many email recipients searched for the closest Roy Roger's location.



**ONE BITE AND YOU'RE HOOKED**

SHOW THIS COUPON TO RECEIVE

**\$1 OFF**

**Pacific Cod Sandwich Combo**

\*RESTAURANT MUST RETAIN PAPER COUPON



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Limit one per customer per visit. Restaurant must retain paper coupon. May not be combined with other offers or promotions. No substitutions. Consumer must pay applicable sales tax. Void if copied, transferred, sold or prohibited by law. Cash value of 1/20 of \$01. Valid at participating locations. See manager for details. © 2019 Roy Rogers Franchise Company LLC. Expires 5/5/2019

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