

**MAILER:**

**SONIC**

**OBJECTIVE:**

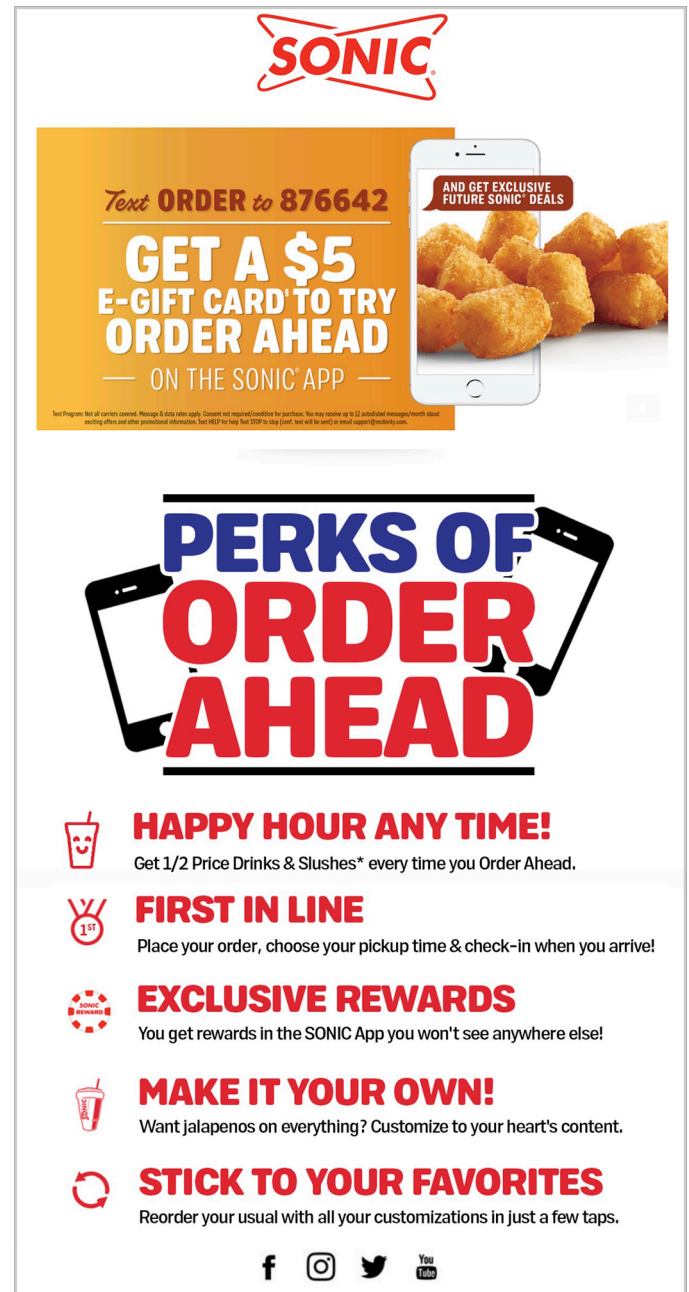
SONIC faced the challenge of promoting their order ahead program and increasing order ahead orders on the SONIC mobile app.

**SOLUTION:**

eTargetMedia planned and managed a strategic email marketing campaign that reached frequent fast food diners over the age of 18 years old. eTargetMedia strategically selected the American Fast Food Lovers file and skewed adults who frequently dine at fast food restaurants multiple times a week. The campaign was targeted to the Tulsa DMA, where the SONIC franchise is based out of. The creative was designed to promote a special \$5 e-gift card reward for diners who ordered ahead on the SONIC mobile app. The creative also featured the perks of the order ahead program. The campaign included an A/B creative test to evaluate the most effective messaging and the call to action featured a special promo code the diner could use to receive the \$5 gift card.

**OUTCOME:**

The SONIC campaign generated excellent results with a high open rate and a strong click through rate. Awareness of the order ahead program increased as a direct result of the campaign and the client reported a strong promo code redemption rate.



**SONIC**

Text **ORDER to 876642**

**GET A \$5 E-GIFT CARD TO TRY ORDER AHEAD**  
— ON THE SONIC APP —

AND GET EXCLUSIVE FUTURE SONIC DEALS

**PERKS OF ORDER AHEAD**

- HAPPY HOUR ANY TIME!**  
Get 1/2 Price Drinks & Slushes\* every time you Order Ahead.
- FIRST IN LINE**  
Place your order, choose your pickup time & check-in when you arrive!
- EXCLUSIVE REWARDS**  
You get rewards in the SONIC App you won't see anywhere else!
- MAKE IT YOUR OWN!**  
Want jalapenos on everything? Customize to your heart's content.
- STICK TO YOUR FAVORITES**  
Reorder your usual with all your customizations in just a few taps.

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