

MAILER:

Pollo Campero

OBJECTIVE:

Pollo Campero faced the challenge of increasing restaurant sales in targeted locations and promoting their new limited time offers.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted Frequent Casual Diners in a 5-mile radius around targeted Pollo Campero locations. The target group was selected because these diners have already specified that they prefer to eat at casual dining restaurants and they live within a few miles of the targeted Pollo Campero location so they would be highly likely to be interested in the offer. A lot of consumers in these locations had never tried Pollo Campero before, so the creative was designed to introduce the flavorful chicken dinners and included a special, limited time promotion of an 8 piece family chicken meal for only \$16 and a 2 piece chicken meal for only \$5.

OUTCOME:

The email marketing campaign was a big success. The client stated that sales of the family chicken meal and 2 piece chicken meal increased significantly as a direct result of the email campaign. Traffic into the restaurants also increased and the campaign received a high open and click through rate.



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