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Project: Chick-fil-A Increases Store Traffic

Vertical Market: Retail

Business Application: Direct Marketing/Traffic Generation/Data Gathering

Business Objectives

Chick-fil-A is one of the largest privately-held restaurant chains in the U.S. with nearly 1,500 restaurants in 38 states and Washington D.C. It is also the second largest quick-service chicken restaurant chain in the nation, based on annual sales.

Local franchise owners in Covington, Louisiana needed a direct marketing solution that would:
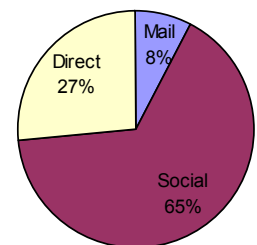
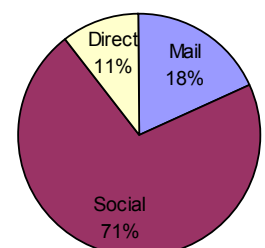- Establish a customer database
- Increase store traffic

Results

Working with marketing service provider Dukky, Chick-fil-A gained tremendous exposure with a direct mail campaign which incorporated viral elements.

- 279.8% visit rate – Over 5,000 plastic postcards were sent out, and due to the integration of social sharing, 14,124 visited the campaign microsite
  - 7.9% of visits were responses to personalized mail
  - 65.3% of visits were responses to social sharing (text, email, social networks)
  - 26.8% of visits were responses to direct sharing (cards with generic URLs passed out to local businesses)

- 120.6% response rate – Over 6,000 individuals provided their contact information. Since a third party list was used, all data captured was new – delivering a higher number of leads than the initial outbound campaign
  - The direct mail piece alone drove a 22% response rate, with 1,111 users logging on to their Personalized URL to activate their offers

- 24.8% coupon redemption rate – Store owners reported 1,300 coupon redemptions from the campaign. The number of redemptions coming from viral sharing almost equaled those coming from mail

Source of microsite visits

Mail 8%
Direct 27%
Social 65%

Source of data acquisition

Direct 11%
Mail 18%
Social 71%

Campaign Architecture

A plastic postcard with two perforated cards, featuring campaign offers, was mailed to consumers in the Covington, Louisiana area. Recipients were instructed to log on to their Personalized URL in order to activate their two offers, and go into the store to redeem them.

In addition to the direct mail postcards, cards were also given to local businesses such as Walmart and Target, where the cards were given out to employees. These cards directed recipients to visit a generic URL tied to the campaign.

Upon visiting either the Personalized URL or generic URL, users were taken to a customized microsite for the Chick-fil-A campaign. Users validated their contact information on the first screen, selected the offer they wanted to activate, and answered a few questions from Chick-fil-A. Next, users were given the opportunity to share the offer on up to 265 social networks, email, and SMS. All recipients who shared the offer with friends were entered into a sweepstakes.

Chick-fil-A customers' primary sharing outlet was Facebook, with 1,218 users posting the offer in their newsfeed. This brought in an additional 6,499 users to the site. Twitter fans proved very responsive to the offer, with 115 users tweeting the offer and 1,185 users responding and coming into the microsite through a tweet, almost a 1-to-10 response. Users also opted to share the offer through email and SMS.

After completing the process, users were able to print the offer (if they had not received the offer in the mail) and bring it into the store for redemption.

Personalized postcard

Microsite landing page

Offer activation page

Offer

Recipients who visited their Personalized URL and validated their contact information were offered a free Chick-fil-A Chicken Sandwich or Chick-fil-A Chicken Biscuit. They were also entered into a sweepstakes for free Chick-fil-A for a year.

List

For this campaign Chick-fil-A purchased a list of 5,048 consumers in the area of its Covington, Louisiana restaurants.

Target Audience

The intelligent data collected through this campaign gave store owners tremendous insight into their customers and future marketing strategies. The campaign analytics identified their primary demographic being women between the ages of 31-40 and pinpointed the geographic location of their market.

Creative and Outbound Pieces

The creative for the campaign, developed by the marketing service provider, featured elements common to Chick-fil-A's website and advertising promotions. This included cows encouraging people to eat more chicken. This fun approach helped fuel the viral component of the campaign.

Reasons for Success

This campaign is an excellent example of how print, combined with interactive components, can drive tremendous responses.

Best practices learned from this campaign are:

- **Use social media integration to drive response.** The results of this campaign prove that incorporating social media sharing into a direct mail campaign increases response exponentially.

- **Use automatic tracking mechanisms to analyze results.** This campaign was able to provide a wealth of information to Chick-fil-A about their customers, including what media channels they use and respond to.

This campaign earned a 2011 PODi Best Practices Award in the Direct Marketing category.

Client	Chick-fil-A
	www.chick-fil-a.com
	Credited with introducing the original boneless breast of chicken sandwich and pioneering in-mall fast food, Chick-fil-A®, Inc. is one of the largest privately-held restaurant chains – with more than 1,480 restaurants in 38 states and Washington D.C. – and the second largest quick-service chicken restaurant chain in the nation, based on annual sales.
Marketing Service Provider	Dukky
	www.dukky.com
	Dukky is a new, technology-driven organization built for the 21st-century customer. It uses a proprietary process that integrates social media, like Facebook and Twitter, with Personalized URLs, Variable Data Printing, and direct mail marketing. Dukky has been proven to increase response rates exponentially with very low cost. In addition, Dukky offers marketers and advertising agencies a dashboard where dynamic analytics measure response, gain valuable consumer insight, and gauge individual social influence, allowing retailers to remarket their product more efficiently.
Print Provider	Tele-Dynamic Solutions, Inc.
	teledynamic@gmail.com
	Since 1995 Tele-Dynamic has been providing printing and mailing services for many different industries including marketing, advertising, and graphic companies. Their experience with major advertising and marketing companies gives them the knowledge to offer a variety of solutions and act as a printing consultant.
Hardware	Cards are printed on HP Indigo Press 5000 or 3050 on 30 mil laminated teslin
Software	Dukky's Viral Peer Sharing™
Target Audience	Consumers in the Covington, Louisiana area
Distribution	Original mail distribution of 5,048 postcards. With social sharing 14,000 people visited Chick-fil-A's campaign site.
Date	February – March 2010