



SPOTLIGHT ON: Fast Casual Dining

Fortune 500 Fast Casual Chain Relies on AMG for Excellent Service, Competitive Pricing and Speedy Delivery



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—Mike P., Fortune 500 Fast Casual Franchisee

The Industry

Fast casual dining

The Goal

- Increase brand awareness
- Drive traffic to the restaurants

The Process

- Coordinated direct mail and bag stuffers
- Targeted mailing lists that focus on households that meet the correct demographic criteria

The Results

Above average coupon redemption rate

Mike*, former Chief Operating Officer of a Fortune 500 Fast Casual Restaurant Chain and current owner of a six-restaurant franchise, offers a unique perspective that comes from having worked with Allegiant Marketing Group in two different capacities. As COO he collaborated on nationwide marketing campaigns for 700 corporate-owned restaurants. As a franchise owner, he collaborates with AMG on area-specific campaigns for his six franchise locations.

It was Mike, in fact, who initiated the partnership with Allegiant Marketing in 2005 when Csaba Mathe, one of AMG's partners, broached him about their direct mail services.

"He wanted to pitch some business, so I got him involved in the bid process. His economics won out and AMG is now doing a lot of work for us...They are incredibly competitive," he said.

Allegiant has become a trusted and effective resource for mailing on behalf of the chain's 3500 corporate-owned and franchised restaurants—producing and variable printing multi-million piece orders and drop shipping them to post offices all over the country for faster and more cost effective household delivery.

The price isn't the only thing that keeps them coming back.

"I think that AMG's number one asset is that they are quick. I never have to wait too long to hear back from them. In addition, they provide very personalized service and they are very reasonably priced," Mike said.

Thanks to a combination of strong offers, strong messaging and strategic targeting to households most likely to dine at the restaurant, the mailers are also very successful.

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The Goal

The end-goal is to drive traffic and increase awareness and education of the client's business with high-impact, timely marketing pieces that provide an incredible return on investment.

The Process

Several times per year, they do a strategic multi-faceted push to get their message out to consumers. A combination of personalized direct mail pieces and corresponding bag stuffers enables each of the restaurant's 3500 locations nationwide to get their promotional offers in the hands of their own local consumers.

AMG works with both the corporate offices and with individual franchisees like Mike to collaborate on the creation, production and distribution of the mailpieces and bag stuffers.

Some programs blanket the country, while others focus on a specific franchise location. The larger mailings can be upwards of 11 million pieces—all of which need to be produced, variable data imprinted with location-specific information and sent out to different post offices nationwide within a week's time. Not only that, as part of the process, AMG pulls 3500 different targeted mailing lists to ensure that each individual restaurant's mailings reach the right households.

The mailings are targeted specifically towards households with women and children.

"Working with AMG we can isolate specific households. We may drop to 5000 houses, but not just the 5000 closest to the restaurant, but the 5000 houses with women and children. It is fairly targeted. That way I know my money is going to a place that will provide me with the highest return on my investment," Mike said.

The Results

Mike said that they track the results of all the coupons on any given mailing and while the results vary, they are generally strong.

"In the industry we look at about a 3-4% redemption rate as an industry standard. I am more into the 7-9% range," he said.

"One year, for example, we promoted daily specials. We communicated that through a mail drop and bag stuffers...It picked up momentum over the course of time and it really drove our business through the winter time. That is a great thing and a great place to be," he said.

The AMG Difference

"Their customer service is perfect, just perfect. Other vendors take longer to get things done. It is more painful to get to the end result with others...AMG has a great staff of people!"

—Mike P.



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