

## Case Study 3:

### Christmas Promotional Mailing to Businesses by a Western Restaurant Increased Revenue 400%

#### Background

Our third case study looks at a medium-sized Western restaurant situated in Causeway Bay that was considering how to attract more customers in the run-up to Christmas. While this is usually considered one of the busiest seasons, the restaurant had failed to attract enough customers in the previous year, even though it felt that its courses and set dinners offered great value for money.

The restaurant identified a lack of awareness among **small to medium-sized businesses** as the main reason for its poor Christmas revenues, and decided to use Direct Mailing as an efficient and cost-effective way to reach its target market.

#### Planning the Campaign

- **Setting the objectives:** To raise awareness of the restaurant's **special Christmas packages** for businesses and to encourage early bookings for lunch and dinner parties.
- **Defining the target:** The administration manager or head secretary of businesses with 50 employees or less. For larger companies with 50-150 people, mailings would be targeted to the administration manager only.
- **Using lists:** Given its target audience, the restaurant approached a list consultancy to acquire a potential client list that provided the names and addresses of the appropriate decision makers.
- **Building the database:** Names and contact details of all respondents of the mailing — together with information regarding their tastes, preferences and special requirements — would be stored in the restaurant's database for future promotional purposes.

#### Creating the Campaign

The restaurant created a Direct Mail piece with a distinctly Christmas appeal. The Direct Mail piece not only focused on the quality and excellent value of the **food and beverages**, but also the **superb atmosphere** the restaurant offered for parties of all sizes.

1. **Message:** "There's no better place to celebrate Christmas with your **colleagues!** We offer a selection of delicious Christmas menus, quality wine, excellent service — and of course, great value for money!"

2. **Proposition:** "Book before 1st December, and you'll **save 20%** on the final bill."
3. **Pricing:** With an early booking, the price per head was just \$180, representing fabulous value for a 4-course, traditional Christmas dinner.
4. **Response mechanism:** A **booking form** would be included in the Direct Mail piece. Alternatively, customers could **call** for a booking and inform the restaurant of the **size of the party**.

## Conclusions and Key Findings

Compared to the previous year, the restaurant's Christmas **revenue increased fourfold**. What's more, for the six days leading up to the Christmas holidays, all tables were **fully booked** for both lunch and dinner. The success of the promotion can be attributed to:

- **Quality of list:** The list of names and contacts provided by the list consultancy was instrumental in the success of this promotion. Because the list was fully up to date, the Direct Mail pieces not only reached the right businesses in the restaurant's area, but were also targeted at **the appropriate decision makers**.
- **Attractive proposition:** At HK\$180 per head, the price offered was not the cheapest among the restaurant's competitors in the area. However, the mailer successfully conveyed the appeal of a traditional Christmas dinner, with all courses prepared to perfection. It also emphasized the added value of having **a great place to host a staff party** — a factor that was mostly overlooked by neighbouring restaurants.
- **Design:** Because the mailer was carefully designed to show the **quality of its food and atmosphere**, the restaurant conveyed a positive image and irresistible appeal to the decision maker.