



Media & Promotions Inc.
Marketing. Advertising... Results.

McALISTER'S DELI Case Study

Challenge

A McAlister's franchisee was looking for a budget-friendly way to get the word out about a FREE TEA giveaway. They wanted to reach a large audience to invite returning guests and also attract new customers.

Tactics

MP recommended to the franchise partners a sponsorship advertising package on radio as their best option. With a minimal budget, they blanketed Women 25-54 in the Knoxville DMA on three top stations over a very concentrated period of time. Spot placement and cost were key but perhaps even more important was the negotiated added-value opportunities that MP was able to deliver. These included in-studio appearances with franchise owners, radio personalities sampling tea on-air, station mascot and van on location during event, free mentions through-out week, and inclusion in a station eblast to the listener database.

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Results

- Two of the franchisee's stores ranked in the top 10 for total number of teas "sold"
- Their franchise ranked 3rd for highest grossing sales among all other franchisees
- Sales were up 40% over the prior week
- Anecdotal information from managers included "very, very busy day", "I never would've guessed that one free \$2 item would have such a profound effect on people", "guests were excited" and "a whole lot of new faces and menus taken home"

