

TOP FACTS

EVERY RESTAURANT MARKETER NEEDS TO KNOW ABOUT THE RESTAURANT LANDSCAPE DURING COVID-19

1. COVID HAS CREATED CONSUMER *behavior shifts*

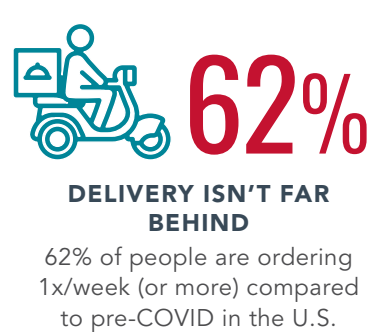
WHEN ASKED ABOUT THE EFFECT OF COVID ON THEIR HABITS IN MAY...



CONSUMERS ARE SEEKING VALUE

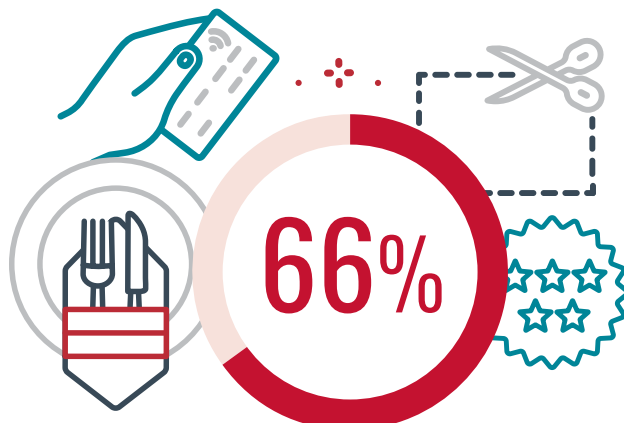
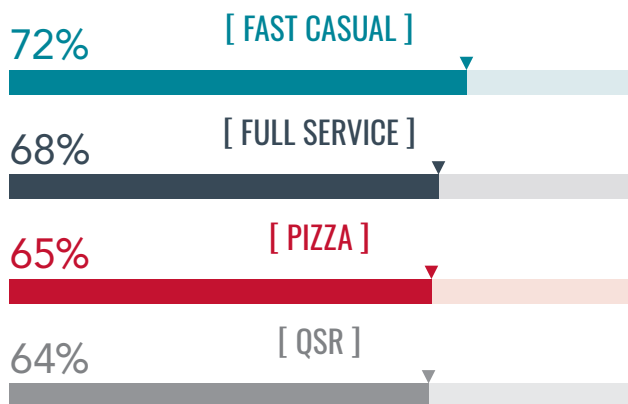
46% of consumers are more interested in deals, coupons or promotions since before the Coronavirus threat happened, and 30% are spending more time reading marketing or promotions that arrive in their home mailbox.

2. *The takeout & delivery* TRENDS DURING COVID



3. DIRECT MAIL DRIVES *diners & response*

Coupons motivate dining choice. Frequent diners, by type, who use coupons to try new restaurants:



of diners have tried a new restaurant based on an ad received in the mail

4. *Boost* YOUR ONLINE ORDERS



- 37% of restaurant customers who ordered food away from a restaurant responded to an ad/coupon in mailbox in last 30 days.
- Direct mail drives online activity & sales: There is a 28% likelihood that direct mail will prompt online transactions.

5. ADDING DIRECT MAIL TO YOUR MEDIA MIX *increases lift*

Advertisers achieve 39% lift in consumer awareness when print is integrated with digital campaigns vs. single media campaigns. And they get 30% lift in response when print is paired with digital media.



Sources: Restaurant Business Online, Nations Restaurant News, AudienceSCAN, USPS, USPS Mail Moments Survey (2019), Prosper, Defining the Coupon & Value Restaurant Consumer Study (2019), retailtouchpoints.com, Canada Post Neuroscience Report

SUCCESS STORY

See How Our Shared Direct Mail Has Helped Businesses Like Yours Drive Traffic & Increase ROI:

RESTAURANT/CASUAL DINING

Objective: A national casual dining chain wanted to try shared direct mail to increase traffic and sales at their locations.

Solution: Targeted ZIP codes with historically high redemption within a 20-minute drive and with a high likelihood for casual dining. Utilized Impact Message Postcard to test a variety of offers: BOGO 50% off; \$5 off \$15; \$8 off 2 adult entrees for 12 months.

Result: 63,120 coupons redeemed with total revenue generated of \$2.1 million.

More than 700% ROI after 12 months of advertising!



"We learned through shared mail that if the offer is strong enough, consumers will come. We only expected an average return of 3%. When it jumped to 16%, we were amazed!"

- National Hamburger Franchisee

ABOUT MSPARK

Mspark, a national media distribution company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988. Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With a distribution footprint of over 27 million households, the Mspark team takes pride in being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.