

## MAILER:

Baskin Robbins

## OBJECTIVE:

Baskin Robbins faced the challenge of increasing promotion awareness of the 31% discount on the 31st of the month throughout the year.

## SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of families in the Wichita KS metro area surrounding store locations. The offer was designed to promote the Baskin Robbins brand, drive traffic to the client site and increase in-store visitation and sales with the 31% discount on Baskin Robbins Sundaes. eTargetMedia strategically selected the targeted lists of American Families Online as well as Fast Food Lovers to reach a target audience for increased redemptions of the promotion.

## OUTCOME:

The email campaign resulted in increased brand exposure, increased consumer awareness of the end of month promotion, and ultimately increased sales of the featured sundaes following the eTargetMedia campaign, leading to subsequent campaigns and repeat list usage for continued success.



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