

MAILER:

Pollo Campero

OBJECTIVE:

Pollo Campero faced the challenge of reaching Hispanic casual diners to increase restaurant traffic and increase restaurant sales in targeted locations.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted Hispanic consumers who frequently visit casual dining establishments and live close to a Pollo Campero location. The Hispanic consumers targeted in this campaign live within a 5-mile radius around targeted Pollo Campero restaurants. Pollo Campero featured a special promotion in the creative to entice these frequent casual diners into visiting a Pollo Campero restaurant. The promotion included a limited time offer for a 2 piece chicken meal and an 8 piece family dinner. The creative was designed in Spanish to engage the Hispanic market.

OUTCOME:

The email marketing campaign performed very well and the client stated that restaurant visits increased substantially in the targeted locations after the email was sent out. The campaign also received a very high open and click through rate and the client was very satisfied with the results of the campaign.



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