



Introduction

Dixie Café is a restaurant chain with 23 locations throughout the mid-south and corporate offices in Little Rock, AR. The chain promotes an image of a “down-home” family style restaurant with a southern theme. Their demographic is family centric with a large percentage of senior citizens.

Challenge

The challenge was to create a marketing promotion for the restaurant that would focus on accomplishing multiple goals:

- Create a successful survey program that would provide valuable data about the news sources their guests subscribed to and how they got their news and information. This would help Dixie Café with developing a strategy for future media purchases
- Create customer loyalty by awarding loyal customers with free menu items and coupons
- Gather valuable “opt-in” data from the customer (name and email address) to create a database for future marketing efforts

Solution

GetNtheGame.com® is a cross media marketing tool that provided all the necessary tools for accomplishing the goals of the program. Branded game cards included a unique URL and login password. The server or manager handed out the game cards with the check to the patrons. The card directed the customer to the website where they were directed to fill out the questionnaire in order to be eligible for their “prize”.

“Over the course of this three month program, we added over 2000 email addresses to our database. Our previous email program had only added about 2500 in two years.”

Danny Troillett
Director of Marketing & Guest Relations
Dixie Restaurants, Inc.

Upon filling out the information, an email is sent to the customer with a coupon embedded in the email for redemption at the restaurant. Dixie Café also included a coupon on the game card itself for patrons who did not access the internet.

Results

- Overall response rate exceeded 12%.
- Bounceback/coupon redemption rate was in excess of 13%.
- 86% of the respondents ranked Dixie Café value to be “above average” or “excellent”.
- 52% subscribe to a newspaper while only 12% consider the newspaper their main source for news and information. Television ranked the highest at 58% as the main news source.