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Project: Little Rock Convention & Visitors Bureau "Savor the City" Campaign

Vertical Market: Travel & Entertainment

Business Application: Direct Marketing / Traffic Generation / Data Gathering

Business Objectives

The Little Rock Convention & Visitors Bureau (LRCVB) supports organizations in the Little Rock, Arkansas area that benefit from travel, entertainment and convention business. In the autumn of 2010 they sponsored the "Savor the City" campaign to:

- Increase awareness of and drive traffic to participating restaurants
- Provide patron demographic information to restaurants for use in refining future marketing efforts

Results

Patrons of participating restaurants were given printed cards encouraging them to visit the campaign microsite to provide their feedback.

- Of the total unique visits (137) to the campaign landing pages, 31% were accessed via the use of QR codes and 69% were accessed via a custom URL
- Of the total completed responses (108), 24% were via QR codes

Survey results:

- 44% of respondents indicated that price and value were important factors in determining where to dine
- 39% indicated that the specific type of cuisine offered was the determining factor for choosing a restaurant
- To get more information on dining options, patrons indicated they used the following media (patrons could choose more than one):
 - 47% - Internet and/or search engine
 - 32% - Print media
 - 27% - Direct restaurant advertising
 - 23% - Little Rock Dining and Entertainment Guide
 - 17% - Other



- The largest demographic of diners were in the age range of 26-39 (43%); this same age group was the largest group (57%) of respondents to use the QR codes to access the campaign site

Campaign Architecture

The “Savor the City” campaign is designed to generate interest in Little Rock restaurants. The fall of 2010 was the second time this campaign was run and there are plans to continue the campaign on a semi-annual basis.

Over 60 participating restaurants were encouraged to offer "prix fixe" special menu options to patrons during the entire month of September 2010. Upon check out, diners received printed cards that encouraged respondents to visit the campaign site either through the custom URL or through the QR code.

Once on the landing page patrons were asked about their dining habits and about feedback on the “Savor the City” program.

YOU'VE WON!

GO ONLINE FOR YOUR FREE PROMOTIONAL PRIZE
from participating Little Rock restaurants, attractions and retail outlets

...and the chance to win a WICKED Evening Package!

Including 2 tickets to the Broadway hit *Wicked*!
Nov. 3 -14, 2010
at the Robinson Center Music Hall

Everyone's a winner and it only takes a minute

GO ONLINE AT:
Guest49.GoSavorTheCity.com

PASSWORD:
X4KSWD

Scan with QR Code Reader on Smartphone

Brought to you by the Little Rock Convention and Visitors Bureau

SAVOR THE CITY

LITTLE ROCK RESTAURANT MONTH
Throughout September -
Special prix fixe lunch and dinner menus
at restaurants throughout Little Rock

TIER 1	TIER 2	TIER 3
\$15 2 - COURSE LUNCH	\$12 2 - COURSE LUNCH	\$7 2 - COURSE LUNCH
\$35 3 - COURSE DINNER	\$25 3 - COURSE DINNER	\$15 3 - COURSE DINNER

FOR A COMPLETE LIST OF PARTICIPATING RESTAURANTS VISIT
EXPERIENCELITTLEROCKDINING.COM

Experience
LITTLE ROCK

Printed card handed to restaurant patrons

Target Audience

The target audience was patrons of participating restaurants. 5,000 cards were printed, but not all restaurants actively distributed them to patrons so an accurate count on distribution is not available. The number of completed responses to the cards was 108.

Offer

An incentive was offered to encourage customers to complete the online survey. All participants received either a coupon to a participating restaurant or to the LRCVB gift shop. Participants were also entered into a drawing for tickets to the musical *Wicked*.

Reasons for Success

Best practices learned from this solution are:

- **Make an appealing offer.** Guaranteeing every participant a prize, even if it's as simple as a discount coupon, encourages response.
- **Offer multiple response mechanisms.** Customers have different communication channels that they prefer to use. To maximize campaign response several response options should be provided. LRCVB offered patrons the option to access the campaign site through their computer with a unique URL or through their smartphone with a QR code.



Campaign landing page

Client	Little Rock Convention & Visitors Bureau www.littlerock.com
Service Provider	CustomXM www.customxm.com CustomXM, founded in 1966, is a full service provider of integrated marketing campaigns that include print, internet, email and other methods of marketing communications. CustomXM helps clients market smarter by offering: target marketing, print on demand, web to print, and personalized cross-media tools.
Hardware	Kodak Nexpress 3000
Software	Variable data composition: PrintShop Mail
PPML	Produced using PPML
Target Audience	Patrons of Little Rock, Arkansas restaurants
Distribution	5000 cards were printed but it is estimated that only 2,500 were distributed
Date	September 2010