

Small Budgets – Big Ideas

The logo for Cafe Express is written in a blue, rounded, hand-drawn font. The word "Cafe" is on the left, followed by "Express" on the right. The letter 'e' in "Cafe" has three yellow, curved lines above it, resembling a crown or a splash. The word "Express" is written in all caps, with the 'P' and 'R' being notably tall and thin.

Cafe Express

Breakfast

Cafe Express

Cafe Express is a Texas owned local restaurant chain with 17 locations in the Houston to Dallas areas.



Where we were

- Very limited breakfast menu offerings
- No marketing done outside the 4 walls in over 3 years
- Very limited budget, very little track record

What we needed

- A test to see if breakfast was viable for our concept
- A test to determine how to best market our new day-part
- A way to grow an email database
- To know who is eating with us, who is not

What we did

- A test of Traditional direct mail combined with online/email marketing vs. strictly online/email
- Ducky: Direct Marketing and more
- email/online marketing plan
- Track the effectiveness of both programs




- We chose to use a company who offered insight into demographics, the ability to incorporate social media, & capture contact information from respondents



email Marketing

- Online advertisements & email marketing
- Facebook & Twitter



FREE Breakfast Click here to join our eClub and receive your Free Breakfast at Café Express

Café Express AM Express

The advertisement features the Café Express logo, the 'AM Express' logo, and a photograph of a breakfast sandwich with scrambled eggs and sausage.



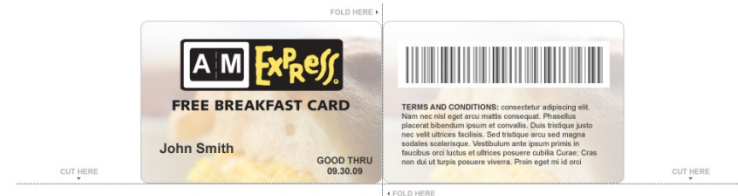
Café Express

Powered by: DUHHV

The banner includes the Café Express logo, several small images of Café Express stores and food items, and the DUHHV logo.

John, Please print this page.

Just print this page, and fold where indicated, then bring it in to any Café Express to redeem.



FOLD HERE

AM Express

FREE BREAKFAST CARD

John Smith

GOOD THRU 09.30.09

TERMS AND CONDITIONS: consectetur adipiscing elit. Nam nec nisi eget arcu mattis consequat. Phasellus placerat bibendum ipsum et convelis. Duis tristique justo nec velit ultrices facilisis. Sed tristique arcu sed magna sodales scelerisque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Cras non eu at targa posuere viverra. Proin eget mi et orci.

CUT HERE

CUT HERE

FOLD HERE

The card template includes the AM Express logo, a barcode, the name John Smith, an expiration date of 09.30.09, and a block of placeholder text. It also features dashed lines indicating where to fold and cut the card.

The Offer

- A Free Breakfast offered a “no strings attached” lure – guests are more likely to give something a try if a sample is provided



What we Learned

- Demographics
 - 23% of respondents rarely or never have visited our restaurants
 - Nearly twice as many female as male, but from a much wider age range than we anticipated
- Social Media
 - Nearly 40% of response through sharing
- The Food
 - The most important decision in determining where to dine for breakfast was the food offerings, they were looking for an expanded menu

What we Earned

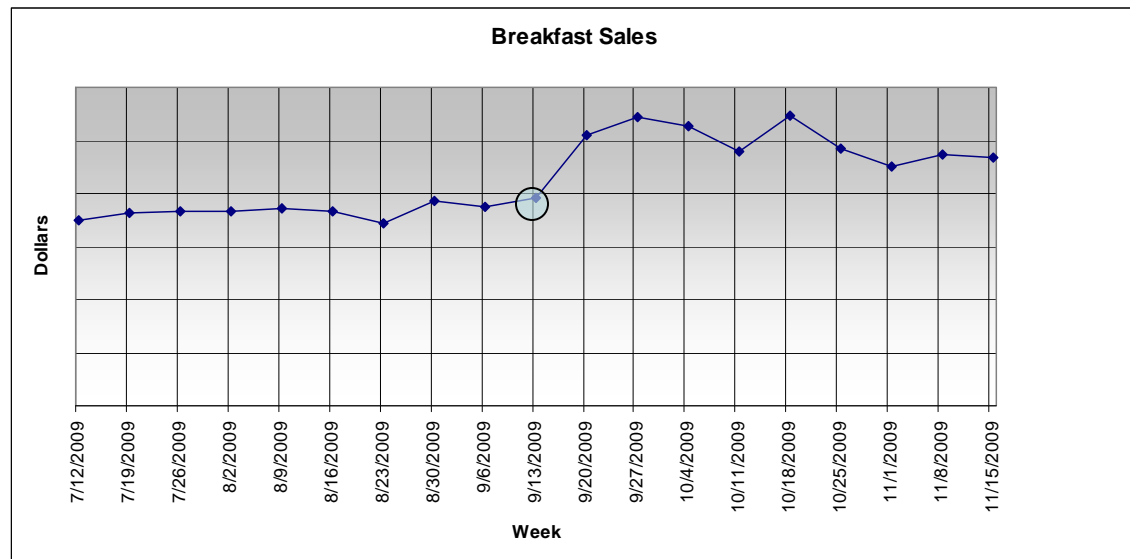
Direct Mail & email Marketing

- Guest Count increase
 - More sustained increase after promotion ended
- Sales Increase
 - 17% lasting sales increase

email & Online Marketing

- Guest Count increase
 - Huge increase during promotion, but did not last
- Sales Increase
 - Grew our breakfast check average by 35%
 - Over all sales increase by 38%

Added Bonus: We added over 5,000 new names to our eclub



Where we Went Next

- New offerings, much needed expanded breakfast menu
 - We added over a dozen New breakfast items
 - We saw a 44% increase in guests using our eclub blasts and in-store awareness
- Direct Mail campaigns
 - Breakfast sales have doubled
 - We have grown to a solid 6% of total sales
- Social Marketing
 - More presence in social media
 - Recognize the importance of this tool, continue to seek ways to incorporate it into all of our marketing efforts

