



Taco Bill – Birthday Club

BACKGROUND

Taco Bill is an Australian owned franchise restaurant company serving traditional Mexican food. It is the largest chain of Mexican food restaurants in Australia. Taco Bill briefed their printer Digital Logic, to develop an integrated mail, web and email test campaign for 3 stores targeting existing Taco Bill Birthday Club members.

STRATEGY

Taco Bill wanted to thank Birthday Club members and check and update their personal data. They also wanted to create a viral campaign to gain more members and increase traffic to restaurants.

ADVERTISER:

Taco Bill

INDUSTRY:

Restaurant

CAMPAIGN PURPOSE:

Loyalty/Acquisition

CREATIVE SOLUTION

Digital Logic provided a solution for Taco Bill that featured:

- A high impact personalised postcard mailing to each customer with link to their very own web page;
- Follow up e-mail to non-responders with a link to the web page;
- A Taco Bill branded web page welcoming each customer by name with more information, an offer to enter a draw for 12 months free dining and a request to pass on the details to friends and relatives.

- The web page included a discount voucher to download and redeem at the Taco Bill restaurant; and
- Tracking of customers as they visited their own web page in real time via Logitrack, a 24/7 internet based tracking system exclusive to Digital Logic.

RESULTS

30.4% (1,976) of the target group visited their own website to view and update their information and enter the draw for a year of free dining at Taco Bill.

A total of 1,450 viral emails were forwarded on to friends and relatives of the club members. 76% (1,508) of personalised website visitors went onto visit the discount voucher page.

Stan Teschke from Taco Bill Australia was extremely pleased with these results. He said, "The multi-channel solution and subsequent visits to the member personalized website greatly exceeded our expectations. We were delighted by the response rates and positive member feedback for this innovative cross media channel campaign".