



CASE STUDY: Cinnabon Finds Sweet Success By Targeting Small Businesses

THE CHALLENGE

Cinnabon is a leader in the cinnamon roll bakery industry and enjoys strong brand awareness worldwide. Their bakeries are typically located in high-traffic areas such as airports, universities, and shopping malls. For this campaign test, Cinnabon's goal was to increase awareness, trial, visitation, and order size in Cinnabon's shopping mall locations.

THE BOTTOM LINE

Working closely with Cinnabon's internal marketing team, key metrics such as average ticket amount, gross margin and visits per customer per year were used to measure the results of the campaign. Additionally, the post campaign analytics allowed Cinnabon to better understand how a system wide rollout might perform.

Cinnabon achieved a 54% ROI

OUR APPROACH

To meet this challenge, Money Mailer suggested an approach that had not been tested previously, sending a targeted one-to-one mail piece to small businesses with 5-49 employees and within 2 miles. Businesses would post the piece at the office and employees would use the offers while doing their holiday shopping at the mall or order them for gifts or company meetings.

Holiday Treat

for employees, clients, meetings and even the family.

Ready to go, just a quick stop to or from work.



OUR SOLUTION

Money Mailer's analytics team looked at 98 locations in shopping malls selected by Cinnabon and found over 65,000 small businesses within 2 miles of their bakeries that fit the target criteria. Each of these locations received an 11"x15" full color, glossy one-to-one piece that included 20 perforated offers.

By targeting small businesses instead of individual homes, Cinnabon was able to reach a much larger audience. And since each business had 5-49 employees and each one-to-one piece contained 20 offers, they were able to scale their marketing efforts even more.

THE REAL BOTTOM LINE

Despite the slow 2008 holiday shopping season and the fact that these were mall locations, Cinnabon achieved a 54% return on investment and a 4.6% redemption rate.

The test delivered a 4.6% redemption rate