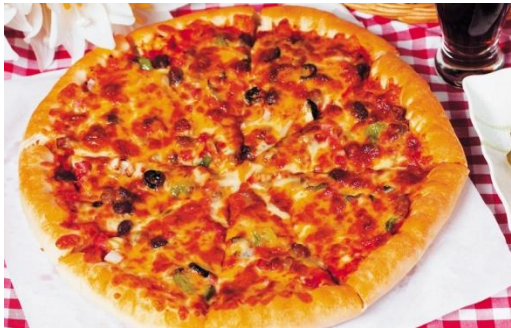




CASE STUDY: Youth Served: Oggi's Pizza Dishes Out Mobile Campaign to Younger Demographic

THE CHALLENGE

An Oggi's Pizza location in Chula Vista, California, part of the regional, West Coast franchise chain, wanted a cutting edge solution for connecting with families and younger consumers in the local community. The client asked Money Mailer to design an integrated direct marketing campaign that targeted this audience.



THE BOTTOM LINE

In the current economy, consumers are more hesitant to go out for meals because they are looking for ways to cut back. Oggi's Pizza was seeking to overcome this obstacle with a savings offer that would bring local residents and professionals into the restaurant and turn them into loyal customers through regular savings opportunities.

Money Mailer generates nearly 70% of Oggi's revenue from savings offers

OUR APPROACH

Money Mailer serves as an extension of Oggi's, becoming its direct marketing expert. Money Mailer provided a training session on how to integrate the offer into the point of sale system and how to analyze the results of the campaign. Plus, every employee is trained on how to help customers opt into the offer.

OUR SOLUTION

A shared mail piece kicked off the integrated direct marketing campaign. The piece clearly had a call to action encouraging recipients to text "OGGISCV" to "686868" to receive a free pizza coupon via text message.

In store table tents, window clings and menu cards reinforced the call to action. Within just a few months after the launch of the campaign, Oggi's had more than 200 customers opt in to receive the text message.

THE REAL BOTTOM LINE

Money Mailer's print and mobile integrated campaign has made a substantial impact on Oggi's Pizza's ability to overcome the challenges of today's economy. With more than one-third of the restaurant's revenue coming from money savings offers, Oggi's Pizza relies heavily on marketing discount opportunities to local residents and business crowds. Money Mailer's integrated campaign represents nearly 70 percent of the revenue Oggi's Pizza generates from savings offers.

"We are seeing a shift in consumer buying patterns, with a growing percentage of our neighborhoods choosing to support community businesses. Mobile text coupons provide local retail stores, restaurants and other outlets a fresh, creative and convenient way to connect with their loyal clientele. This innovative marketing tool helps businesses distinguish themselves from the competition."
Geoff Goldstein, Owner
Money Mailer of Greater Chula Vista

"Money Mailer has been an integral part of our marketing and advertising mix. The introduction of mobile coupons has significantly increased my business during slow periods."
Joe Marcotte, Owner
Oggi's Pizza, Chula Vista

[Click here](#) to see an NBC news story featuring Oggi's Pizza and their Money Mailer mobile coupon campaign.

