

Case History: Buckhead Life Restaurant Group

Fulfillware client: The Buckhead Life Restaurant Group comprises 12 locations throughout Greater Atlanta. While each restaurant brand has its own distinctive style, décor and cuisine, all offer a comfortable, elegant dining experience.

Challenge: The summer months are traditionally the slowest for upscale restaurants everywhere. Buckhead Life wanted to increase traffic during this time period. In addition, the company wanted to cross-market other restaurant concepts and say thank you to its loyal customers, and to add value to their dining experience.

Solution: In 2004, Buckhead Life developed its Summer Dine Around Program, a direct mail campaign with four flights to keep up the response rate. In each mailing, a \$30 gift card to one of nine company restaurants is sent to loyal customers and prospects in selected zip codes across Greater Atlanta. The first card received must be used on a weeknight in the month of June; if used, the customer receives a gift card to a different Buckhead Life restaurant for the month of July, and so on through September.

Fulfillware's role: Fulfillware began by making sure that it understood Buckhead Life's marketing and sales objectives. Since Buckhead Life's mailing information had previously been maintained in a variety of data formats and files, Fulfillware's goal was to build and maintain a master database that contained all of the attributes needed to effectively reach the target audience. To enhance the quality of Buckhead Life's existing data, Fulfillware used a variety of techniques, including address and reverse phone appending, as well as National Change of Address Processing (NCOA). Advanced list hygiene software was employed to avoid duplicate mailings. Fulfillware also entered thousands of hard copy mailing leads, which were key coded by lead source and other desired attributes. To enhance and expand the reach of the mailings, Fulfillware built on Buckhead Life's existing data by procuring multiple consumer and business mailing lists that featured specific demographic and psychographic characteristics.

Results: 1) It took only three-and-a-half weeks from the time that Buckhead Life conceived of the Program and hired Fulfillware for the two companies to build the master database file, and to design, print and mail the first set of gift cards. Despite the complexity of the mailing, Fulfillware didn't make a single mistake.

2) In its first two years, the Buckhead Life Summer Dine Around Program has achieved response rates of approximately 20 percent, an extremely high rate for a direct mail campaign.

Client testimonial: *“Our Summer Dine Around Program is an extremely complicated and aggressive direct mail marketing campaign involving four mailings staggered over four months, with mailing lists for nine restaurants. We get astounding results. Fulfillware is truly a strategic partner in this program. They approach everything with a marketing perspective and an understanding of what we’re trying to accomplish. I can’t say enough good things about Fulfillware. We work with them for our quarterly newsletter mailings, our Ultimate Card mailings and all of our direct mail campaigns.”*

– Stacie Hanna
Director of Marketing
Buckhead Life Restaurant Group

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