

Foodtastic

How boosting awareness among their target audience led to a growth in market share



To promote their new take-out services with consumers, the Quebec franchisor turned to Neighbourhood Mail™.

It all started with a passion for the restaurant industry. Foodtastic launched its first concept, La Belle et La Boeuf, back in 2012. Four years later, the team decided to become a multi-brand restaurant company. With their extensive knowledge in the restaurant franchise industry, Foodtastic continued to create new concepts and acquire great brands, such as Les Rôtisseries Benny and Les Rôtisseries Au Coq. Today the company manages over 370 restaurants and continues to grow at a rapid pace.

When restaurant dine-in service was forced to close due to COVID-19 restrictions, the company had to adjust their business model quickly and focus their orders entirely on take-out and delivery.

Able to build on their existing delivery service with Les Rôtisseries Benny and Les Rôtisseries Au Coq, Foodtastic quickly created a model of success. The company grew market share, increased their offerings and grew the banners new to delivery. They also reminded consumers of the comfort offered by the two banners that already had delivery.

Meanwhile, other banners that were not on delivery systems were quickly added to third party delivery services in order to face this new reality. Today, deliveries are now possible across all banners.

The steps to success

To prepare their take-out and delivery operations for success, Foodtastic implemented a series of important steps.

First, they adjusted their delivery strategy, expanding delivery zones to be able to deliver to more diverse areas. They also overhauled their websites, improving the online experience, strengthening their upselling strategy, and working to increase the average checkout.

Finally, all marketing and communications strategies were adapted to face this new reality, focusing on elevating customer experiences, improving upselling strategies and retargeting customers.

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Case study

Building an effective marketing strategy

To spread awareness of their new take-out options, Foodtastic decided to create a marketing strategy including direct mail that could support the sudden pivot across several locations.

Working with Canada Post, Foodtastic designed an effective mass consumer awareness campaign using targeting variables to determine both where and when to distribute Neighbourhood Mail™ pieces so that they could drive the greatest possible traffic to the locations offering take-out and delivery.

Leveraging Canada Post's data analytics enabled Foodtastic to map out the prime areas that contained the households most likely to respond to their direct mail in the areas adjacent to the relevant locations.

They used the Precision Target tool's interactive maps and demographic data for their initial campaign plan. "We also leaned on Canada Post's data and targeting data team. They helped us tremendously with our targeting and phases out mailers based on specific needs and request," says Patricia Iacampo, Marketing Director for Foodtastic.

The targeting strategy along with the combination of direct mail and digital marketing tactics worked. Despite the challenging circumstances, Foodtastic was able to divert customers to their take-out service as the campaign reached the right people in the right places at the right time.

Results

The team reported noticeable increases in orders and sales after each mailing and they built momentum in their take-out channel that could buffer against any further lockdown measures.

By January 2021, take-out sales for Les Rotisseries Au Coq were up 21.7%, compared to the same period the previous year and the average order also grew, reaching \$27.37 compared to \$25.88.

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"We are very pleased with Canada Post and their teams," says Iacampo. "Canada Post has helped us with the effectiveness of our direct mail. With many tools in place provided by them, it has helped us improve our direct mail strategy. With all these tools in place, we are able to be more strategic in our mail-out drops and evaluate the effectiveness of each drop."

Patricia Iacampo

Marketing Director

Foodtastic found further success with the acquisitions of new banners such as L'Gros Luxe, Tommy Café, La Chambre, Second Cup, Milestones and Copper Branch. They opened additional restaurants and they increased their market share in the QSR industry.

Overall, since the start of the pandemic, Foodtastic has done more than just pivot and survive. Due to their quick action and savvy marketing, they have been able to evolve, grow and well position themselves for the future.



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