

Mary Brown's Chicken & Taters

Using direct mail to drive sales and grow a business



By leveraging targeting capabilities to neighbourhoods and the power of flyers in the mailbox, Mary Brown's achieved response rates of up to 11% in a coupon-driven campaign.

Background

Mary Brown's Chicken & Taters is a 50-year-old Canadian success story. It opened its first restaurant in St. John's, Newfoundland & Labrador in 1969 and within three years had two more restaurants in Ontario. It continued its rapid growth through the Maritimes, Prairies and British Columbia and today has more than 150 restaurants across Canada.

The quick serve restaurant market in Canada is inundated with well-known national and international brands. In this challenging environment, Mary Brown's has become one of Canada's fastest-growing restaurant chains and is the largest Canadian quick serve chicken restaurant. Despite its growth, Mary Brown's is relatively unknown in some regions of Canada.

Angela Windsor, Mary Brown's Brand Manager, says the company is eager to expand its brand awareness, continue to acquire new customers and grow its market share.

Enter Canada Post.

Cutting through the clutter

After years of relying on in-store campaigns and regional and national advertising using social media and radio, in March 2018 Mary Brown's chose Canada Post to deliver more than 1.5 million direct mail pieces across the entire country.

The chain opted to use Canada Post Neighbourhood Mail™ because the product tends to cut through the clutter by delivering the brand experience directly to Canadians' mailboxes. Thirty per cent of consumers say they pay more attention to ads delivered to their mailbox than to their doorstep.¹

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Case study

Reaching new customers

Why Canada Post? Only Canada Post delivers to all 16.2 million addresses in Canada. It also has exclusive access to the country's four million apartments and condos and reaches all two million rural addresses. This made it the perfect partner for a company targeting Yellowknife, N.W.T. and St. Anthony on the far reaches of the Great Northern Peninsula of Newfoundland and Labrador.

Affordable solutions to challenges

Because Mary Brown's hadn't used direct mail much as part of its recent marketing mix, it needed help with targeting prospects, collecting addresses and managing an ad piece with multiple versions. More than 100 variations were produced – more than Mary Brown's could handle on its own.

Canada Post connected Mary Brown's with Marketing Kitchen, a trusted partner that thoroughly understands mailing requirements. It used Canada Post's Precision Targeter™ to locate households within a perimeter of each store, helping Mary Brown's execute its mailing with ease.

Moving forward, Mary Brown's needs only to modify its list with new locations.

"Exceptional" results

By running a coupon-driven campaign, Mary Brown's easily measured results through redemptions, which were "exceptional" – especially in the restaurant's home province.

The response rate in Newfoundland was 11 per cent, compared to three or four per cent in the rest of the country, which was still higher than the average response for such campaigns.

"It all started in Newfoundland – we have 39 locations in our home province. The brand is iconic and our guests are passionate," Windsor says. "People there call us for coupons as soon as they hear they are out."

But were the goals of expanding brand awareness, acquiring new customers and growing the business achieved?

"Rome wasn't built in a day," says Windsor, "but we have many new growth strategies in place and three more direct marketing campaigns with Canada Post in 2019."

... *"Neighbourhood Mail™ results can be tracked in a way that billboards can't."*

Angela Windsor

Brand Manager

Mary Brown's Chicken & Taters

1. Source: CPC DM Engagement Omni, July 2015

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