



MADGreens Healthy Madness Delivered State by State

BEYOND INK



Background

Conceived in 2004, MAD Greens is a quick serve restaurant chain where healthy tastes embrace life's madness. With 34 locations in Colorado, Arizona and Texas, MAD Greens is intent on disrupting the status quo: healthy, fast and fresh food should be mainstream, not the alternative.



"This campaign was a great way to start the year by launching a new brand aesthetic and online offers. We appreciate all of BR's recommendations. They are a true partner."

Peggy Littleton
 Director of Marketing & Special Projects



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Challenge

MAD Greens wanted to launch a quarterly direct mail campaign to increase brand awareness, store traffic and sales revenue. They designed a static postcard with two offers that would be mailed to households surrounding all 34 locations. Their goal was to target college graduates with household incomes at or above \$65K per year. The plan was to print the postcards, inkjet the addresses and mail.

Solution

BR evaluated their strategy and made the following recommendations, all of which were implemented:

THE LIST - Having noticed that most of MAD Greens locations were in affluent neighborhoods, we advised them not to spend the extra cost for a consumer list, proposing instead the purchase of a Saturation Plus list focused on geography. The Saturation Plus list was targeted to neighborhoods within a 1 mile around each store location, with higher incomes. We suggested eliminating the mall and airport restaurants from the campaign as those locations service a more transient consumer.

THE POSTCARDS - Digital print technology was suggested instead of static offset printing and inkjet addressing. Printing digitally permitted Mad Greens to customize the text and images on both sides, turning a generic postcard into a custom communication for each restaurant and talking directly to each household. State versions (CO, AZ and TX) added additional per piece customization. 80% of the mailers were addressed to an individual living in the household. The remaining 20%, without resident names, were addressed to "Dear Salad Enthusiast".

THE OFFER - Per piece customization allowed MAD Greens to add a unique code to both coupons on the mailer. By including a unique code, they were able to offer online redemptions for the first time ever. MAD Greens was able to track total number of responses as well as response by offer. These insights will inform the design, text, images and offers for future mailings.

Results

- Postage savings of over \$28,000 (Saturation Plus versus Standard Rate Mail).
- Coupon redemption rates greater than industry averages.
- Increased sales and brand awareness at the individual store level

Expected to repeat quarterly, COVID-19 has delayed program continuation.



Our strategy saved Mad Greens approximately \$.10 per piece in postage. We also reduced the mail quantity by 20,000, saving them production and mailing costs.



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