

Taco Bell

Case Study in FOOD SERVICE

Client Profile

Taco Bell is a quick service Mexican restaurant model, founded by Glen Bell in Downey, California in 1962. The concept boasts more than 5,800 restaurants throughout the US, more than 80% of which are franchise owned. J&A Integrated Thinking provides Taco Bell with strategic planning and media services in 26 markets with over 600 retail locations.

Client Objective

J&A was looking for a unique way to launch a new beverage and drive beverage traffic during targeted day parts for Taco Bell. Recognizing the Taco Bell target customer as mobile friendly, J&A wanted to test a mobile campaign with traditional media support as its catalyst.



Cellit's Solution

Cellit proposed a program that required little integration, allowing J&A and Taco Bell to deploy the solution over several ownership groups and multiple locations with little direct coordination. Dubbed "RefreshIt" internally, the program used traditional media to drive awareness and participation in a weekly mobile club that featured offers, incentives and discounts. Cellit helped devise a content plan that generated buzz and excitement for the campaign, and timed the offers to drive specific day part business. To further extend the value of the test, Cellit proposed a survey to help tie in the call-to-action traditional media components to specific coupon offers.

Results

The RefreshIt campaign ran for five weeks in two select Designated Market Areas, and attracted nearly 13,000 members to the mobile program. Over 93% of subscribers were still active at the conclusion of the program, confirming the value of the content offered and the cadence at which offers were sent to consumers. Cellit updated its Cellit Studio platform to support rolling expiration dates, enabling consumers to text in and



Quick Facts

- Over 13,000 participants
- 29,500+ Coupons sent out
- Weekly offers of value
- 61% of participants responded to survey
- Rolling expiration dates developed in place of POS integration

receive a coupon that expired exactly 3-5 days (depending on the offer) after the initial text. In turn, Taco Bell stores were able to bypass integration completely, a definite plus due to the use of various point-of-sale systems throughout this group of stores. Upon conclusion of the program, Cellit sent a follow up survey to gain insights on the relationship between the effectiveness of traditional media and mobile.

