

# SLICE AND PIE

## RESTAURANT

Case Study #03:

## BUILDING A LOYAL FOLLOWING

IDEAS FOR: Restaurants, Loyalty Programs, Food Service Retail, E-Commerce, Consumer Product Companies

Slice and Pie is a young, urban pizza chain whose vision is to create a strong sense of community and customer loyalty by focusing on personalized communication strategies, friendly service, and quality farm-to-table ingredients.

They recognized that to portray their unique culture, they had to engage with customers in a non-traditional way, but wanted to be personal and cost-effective in their marketing strategies.

- As part of their annual “Grub Club” membership drive, Slice and Pie created a personalized mailing, sending **15,000+ members** a branded Grip Write pen with an exclusive 10% discount.
- At **1/10th of a cent per impression,<sup>1</sup>** Slice and Pie found writing instruments to be one of the most cost-effective ways to stay in front of a potential buyer.
- Following the mailer, Slice and Pie saw that **membership activity increased 20%** and total orders and member **re-orders increased** by 9% and 70%, respectively.

Item: #CTR - Grip Write



Full Color 360° Imprint Area: 3.18"x1.6"

At 1/10th of a one cent per impression,<sup>1</sup> Slice and Pie found writing instruments to be one of the most cost-effective ways to stay in front of a potential buyer.

1. ASI Impressions Study 2016.