

Communicate. Involve. Mobilize.

## Client Profile

J&A Integrated Thinking is a full service advertising agency founded in 1956. In 1965, the agency refined the co-op advertising model that would be used throughout the Quick Service Restaurant Industry. J&A works with regional franchise groups throughout the US - and is affiliated with Famous Daves, KFC and Taco Bell. Taco Bell introduced the taco to American families, eventually expanding their palates to the burrito, fajitas, wraps and gordita. Taco Bell is a quick service restaurant model that is 80% franchise owned, with a total of over 6,000 locations spread across the US, Guam and Canada. J&A provides Taco Bell with strategic planning and media services in 21 markets with over 600 retail locations.



## Client Objective

J&A, in conjunction with their clients, was looking for a unique way to launch a new beverage and drive beverage traffic during targeted dayparts. Recognizing the target customer as being mobile friendly, and wishing to understand how mobile can integrate with traditional media, J&A sought to use this opportunity to test a mobile centric campaign.

## 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



## Cellit's Solution

Cellit proposed a program that required little integration, allowing the company to deploy the solution over several ownership groups and to 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 built excitement for the campaign, as well as looked at the timing of specific offers to drive increased daypart business. To further extend the value of the test, Cellit proposed a survey to help tie the call to action in traditional media to specific coupon offers.

## Results

The RefreshIt campaign ran for five weeks in two select Designated Market Areas, and attracted nearly 13,000 people to join the program. Over 93% of subscribers were still active at the conclusion of the program, speaking to the value of the content offered and the cadence at which offers were sent out. Cellit added a new feature to the Cellit Studio platform that allowed for rolling expiration dates, allowing individuals to text in and receive a coupon that expired exactly 3-5 days (depending on the offer) after the initial text. This allowed the stores to bypass integration completely, and ignore the various point-of-sale systems used throughout the group. 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.

