

Communicate. Involve. Mobilize.

The Story: Maggie Moo's & Marble Slab

Nexcen Brands owns and manages two sister franchise brands, Maggie Moo's and Marble Slab ice cream stores. Both stores specialize in premium ice cream made fresh each day, custom mixed with candies, nuts and fruits.

Scattered throughout the United States, these two retailers wanted a solution that created buzz around the brand in a younger demographic, grew brand awareness, and harvested email addresses for use in other marketing initiatives. Through their advertising agency, they turned to Cellit for a custom solution.



Quick Facts

- 426 stores in total
- Cellit's Widgit® allowed for coupon redemption and tracking with their POS
- 12,000 people subscribed during the initial rollout
- 4,800 emails collected

Cellit's Solution

Cellit designed two custom mobile programs called Club Maggie Mobile and Club Mobile Slab. In-store displays and print advertising contained calls to action, directing consumers to text in for valuable coupons and special offers.

Cellit provided the Widgit® for point-of-sale integration, enabling real time redemption of coupons for the program, without requiring significant staff training.

The promotion contained a text-to-a-friend feature, further expanding the reach of the program. Finally, each participant was asked for their email address as a database building activity for future Nexcen promotions.

Results

12,000 people signed up for the program in the first 3 months, which was considered one of the largest and most successful direct interaction campaigns for the company. Approximately 40% of all signups provided their email address for additional online correspondence.

In the initial test, two offers were sent a month. Of the coupons being sent, Nexcen saw a redemption rate of 9x, higher than traditional couponing.

