

RICHIE'S REAL AMERICAN DINER

The Backstory

Richie's Real American Diner was modeled after the classic roadside diners of the 40s and 50s, with lots of chrome, a counter and booths, and a menu which features hamburgers, fries, spaghetti, a few local favorites, and malted milk shakes.

Richie's has always been known for generous portions. The addition of the highly-visible smoker for cooking steaks gave Richie's both a unique offering and a unique presentation.

The Issue

The economy had taken a turn for the worse and the number of people dining out was down for Richie's and all of their competitors. Mass advertising would not likely improve share of market.

The Solution

We were confident that once people had experienced the quality of Richie's food, the portion sizes, and the attentive service, they'd want to come again. Chuck McKay recommended that Richie's target new homeowners in the community in a sampling campaign.

Richie's acquired the contact information for people who had just purchased a new home within the targeted zip codes, and sent each a personal letter offering to buy dinner for one member of the recipient's family.

A recap of the 16-week promotion confirmed an influx of new, profitable customers. It also showed that after paying for the contact information, the printing and postage, and the promotional food, those redeemed letters produced a 106 percent profit as well.

Roger de la Paz, Owner
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