



# Marketing ideas

that improve your bottom line



## Luther's Bar-B-Q

### TRAFFIC INCREASE CAMPAIGN

#### **SITUATION/PROBLEM**

LUTHER'S BAR-B-Q, A 20-YEAR OLD RESTAURANT CHAIN THAT ORIGINATED IN HOUSTON, HAS 20 LOCATIONS IN TEXAS, LOUISIANA AND COLORADO. THE CHAIN SERVES MORE THAN 6 MILLION GUESTS A YEAR, AND ITS ANNUAL SALES EXCEED \$31 MILLION.

HOWEVER, SALES AND GUEST COUNTS HAD BEEN DECLINING FOR SEVERAL YEARS, LARGELY BECAUSE LUTHER'S LACKED NAME RECOGNITION AND THE PUBLIC WAS UNAWARE OF LUTHER'S RESTAURANT LOCATIONS. THE PUBLIC WAS ALSO UNAWARE THAT LUTHER'S MENU INCLUDED MORE THAN BARBECUE.

LUTHER'S MANAGEMENT REALIZED THAT A CHANGE IN COMMUNICATIONS STRATEGY WAS NEEDED TO REVERSE THE DOWNWARD TREND IN SALES AND GUEST COUNTS. THE PRACTICE OF CHANGING COMMUNICATIONS TACTICS MONTHLY WITH NO CONTINUITY WAS NOT WORKING.

#### **OBJECTIVE**

The objective was to position Luther's locations as restaurants that served not only delicious slow-smoked barbecue, but also many other tasty items, at reasonable prices and with genuine hospitality.

#### **SOLUTION**

PriMarc produced television and radio commercials and point-of-sale material with imagery that gave Luther's a warm, sincere and likable personality.

The commercials were designed so that they could be easily changed

to feature different specials. This maintained continuity and also kept the commercials looking fresh, despite a limited budget.

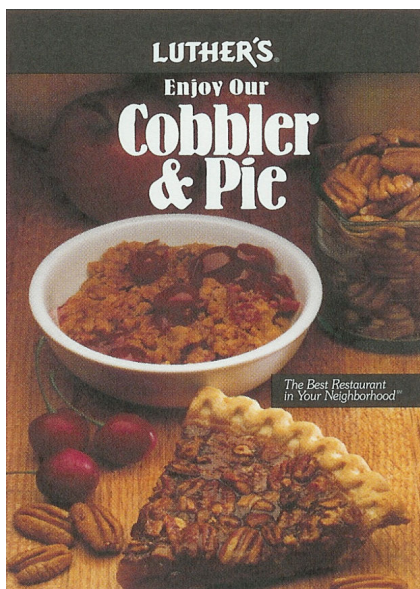
PriMarc also implemented a "Great Returns" program that rewarded frequent diners. In addition to promoting more frequent visits, it enabled us to build a database for relationship marketing.



#### **RESULTS**

The increase in daily sales and guest counts showed a direct correlation with the campaign. Sales in Houston rose 20% and guest counts rose 25%. In New Orleans, sales and guest counts both rose 20%.

Redemption of coupons in the Great Returns program ran as high as 36%. Total annual sales and guest counts for all locations increased 10% over the previous year – Luther's best year ever.



# PriMarc