

Case Study: Bruno Scipioni's Italian Restaurant

Client continues advertising with Money Mailer for **14 years**, hasn't seen a drop-off since starting.

Situation:

Bruno Scipioni's Italian Restaurant in Pennsylvania wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To create demand and drive customer counts, owners, Bruno and Patti decided to feature signature dishes on the front and back of the advertisement. They also included an array of broad-based offers to attract customers looking to save on various items, during different times and days of the week.

Results:

Bruno Scipioni's Italian Restaurant received a steady flow of redemptions and hasn't seen a drop-off in results ever since they started. The owners shared that they would encourage other businesses to use Money Mailer because it is reasonably priced, it reaches consumers that you want it to reach and it works.

Front of ad:



Back of ad:

