

Case Study: Rosati's Pizza

Pizza restaurant owner says the customers coming from Money Mailer represent **20-30% of his business.**

Situation:

Rosati's Pizza, a pizza restaurant out of Round Lake Beach, Illinois, wanted to drive customer traffic, promote their catering business and increase brand awareness in the local community, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To create demand, 4 attractive offers appealing to a wide range of consumer preferences were placed on the front of the ad. On the back of the ad, the expansive advertising space was used to showcase the restaurant's catering menu.

Results:

The owner had tried other forms of advertising in the past, but found that Money Mailer had much greater value compared to other more expensive advertising. He shared that Money Mailer successfully brought in new faces who turned into loyal customers and that if Money Mailer disappeared, Rosati's would lose 20-30% of its business.

Front of ad:

LUNCH THURS., FRI., & SAT. STARTING AT 11:30 AM

ROSATI'S
Authentic Chicago PIZZA Est. 1964

Let Us Cater Your Next Event!

Jumbo Bargain
20" Jumbo Thin Crust Cheese Pizza
\$18.49 + Tax
Feeds 5-6

FREE DELIVERY
Small Cheese Pizza with purchase of XL or JUMBO Pizza
Order of \$15.00 or More
Excludes Catering

Rosati's Round Lake Beach
700 E. Rollins Rd. • 847-740-1800

Open for Lunch & Delivery
Thursday, Friday & Saturday at 11:30am

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302.82.0190 - 142

Back of ad:

ROSATI'S CATERING MENU

BUDGET BUSTER
FEEDS APPROXIMATELY 20-25 PEOPLE

Party Package
LET ROSATI'S PREPARE A COMPLETE MEAL FOR YOU!
\$8.25 per person

A LA CARTE FAMILY & PARTY TRAYS
NEW A LA CARTE CREATIONS FOR YOUR FAMILY AND FRIENDS

	Small	Medium	Large
Salads	5.49	8.12	10.99
Spaghetti	\$18.29	\$27.29	\$37.29
Meatloaf	\$18.29	\$27.29	\$37.29
Roast Beef	\$28.99	\$37.99	\$48.99
Roast Pork	\$28.99	\$37.99	\$48.99
Lasagna	\$28.99	\$37.99	\$48.99
Italian Sausage	\$28.99	\$37.99	\$48.99
Roast Turkey	\$28.99	\$37.99	\$48.99
Roast Chicken	\$28.99	\$37.99	\$48.99
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