



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Blarney Blast Increases Revenue...



Bennigan's created the concept of the Irish American Grill & Tavern, which by default becomes a very popular place to celebrate the St. Patrick's Day holiday. Management realized that after the holiday they might not see many of these customers until the same time next year. They needed to create a promotion that would bring them back into their stores.



Business Issue: Bennigan's looked to increase revenue. The restaurant's marketing team engaged Quill Advertising to consult and provide recommendations on how to direct a promotion that could leverage the restaurant's Irish theme.

Recommendation: Create a national promotion that would involve their patrons and invite others to visit Bennigan's restaurant and help celebrate St. Patrick's Day. We called the month-long celebration "Blarney Blast". Blarney Blast would deliver a likable image that would cross all age, gender and ethnic barriers. We invited the consumer to "Come in again and Win again at Bennigan's". The Blarney Blast campaign would involve a scratch-off contest that would promote winners to return to the restaurant to redeem their prizes. The grand prizewinner would win an all-expense paid trip for two to Ireland.

Solution: Plan and execute a national promotion to increase revenue before, during and after the St. Patrick's Day holiday. We would plan to market the promotion to a broad consumer audience using multiple impressions.

Strategy:

- Situational analysis
- Target audience profile
- Promotional and identity look and feel
- Consistent communications delivered to 400 plus stores nationally

Media: Printed in-store communications, event signage and scratch-off instant winner game

Results: The promotion appeared nationally and was a resounding success, increasing overall sales revenue over an eight-week period by 23% over the same period the year before.