



“Thanks to Canada Post’s Scented AdCard and Unaddressed Admail services, we saw a huge increase in our sales and home delivery orders.”

Kyle Holmes,
Director of Marketing, Quiznos



Background

A signature oven-toasted sub sandwich is what makes Quiznos one of the restaurant success stories in North America and around the world. Quiznos operates more than 5,000 restaurants in 21 countries. In business for over 25 years, consistent, great-quality subs have enabled the company to build a loyal customer base.

CLIENT: Quiznos

SECTOR: Restaurant industry

GOAL: Promote home delivery

SOLUTION: Scented AdCard™ and Unaddressed Admail™ services

restaurants in their neighborhoods were now offering the convenience of home delivery.

Scented AdCards with the caption “NOW Delivered Right to Your Door” on the front were designed to promote home delivery by Quiznos. The inside of the Scented AdCard featured the entire Quiznos menu and the back listed all locations with their phone numbers. The Quiznos website was included so that customers knew that they could also order online.

In September 2008, 360,000 Scented AdCards were sent to households in the Ottawa area.



Marketing strategy and challenge

Quiznos’ slogan is “an organization devoted to sandwich appreciation,” and the company has enjoyed success with a steady stream of customer walk-ins. However, to remain competitive and increase revenues, the company decided to introduce home delivery. Quiznos regularly uses newspaper, radio and public transit as advertising mediums, but wanted to be sure that Ottawa customers were aware that Quiznos



Canada Post solution

By using Canada Post’s Unaddressed Admail service, Quiznos was able to target potential customers by geographical location. The company partnered with Canada Post to develop a list of postal codes of all households within a five-kilometre radius of each of the city’s 24 restaurants.



Results

Ottawa-area residents bought into the convenience home delivery by Quiznos in a big way. Each of the 24 stores reported approximately 300 home delivery requests following the campaign. Average order values from home delivery were also higher than walk-ins, which meant that Quiznos saw an increase in sales.

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