

# Case Study: Wings Etc.

Advertisement earns client a **positive ROI** and attracts **1/3 of redemptions from millennials.**

## Situation:

Wings Etc., a restaurant out of Antioch, Illinois, wanted to drive customer traffic and attract more millennials, so they looked to Money Mailer as a direct marketing solution.

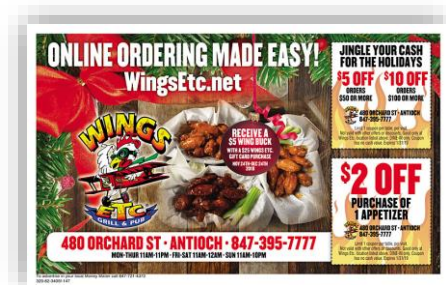
## Strategy:

The client was excited to advertise with Money Mailer, since she uses the coupons herself and saw the popularity of the envelope in her area. Several appealing offers were placed on the front of the ad and the restaurant's newly added video gaming area was showcased on the back.

## Results:

The owner received a positive ROI from her advertisement and was thrilled to see more millennials coming in to eat at the restaurant. She estimated that 1/3 of the customers that redeemed coupons were millennials and the "\$2 Off and Appetizer" offer was found to be the most popular.

Front of ad:



Back of ad:

