

Dairy Queen® Keepin' Warm Campaign

How does a restaurant famous for ice cream keep their consumers involved and aware of their alternate offerings for the cold winter months? Dairy Queen faces a tough audience trying to sell ice cream and frozen treats when its gets chilly. Dairy Queen turned to Tetherball to connect with a tough demographic looking for 'Hot Eats' and deals via their cell phones.



THE CHALLENGE

1. Increase sales and traffic during lunchtime and the after school rush by using mobile campaign.
2. Effectively communicate and connect with their unreachable consumers in the 18-24 year old demographic, and build loyalty.



THE SOLUTION

Tetherball suggested an SMS Mobile Coupon Program to build loyalty and drive sales and traffic. The campaign consisted of in store collateral to drive opt-ins. Once the customers opt-ed into the program, Tetherball sent coupons including a free lunchtime meal. 72 hours later they sent out an offer for a free Blizzard®.

THE RESULTS

24% *redemption rate*

Dairy Queen saw more than 24% redeemed, experienced increased traffic, and created a great buzz in each of the communities where this program was launched. This was a huge success for Dairy Queen considering consumer intercept studies show more than 40% of consumers who receive coupons on their phone will make a purchase.