

# Case Study: Hasta La Pasta Italian Grill

Customers redeem **250 Money Mailer coupons** in one mailing after brand awareness was established.

## Situation:

Hasta La Pasta Italian Grill in Spring, TX, started advertising with Money Mailer for the first time in November of 2016. Throughout 2016 and 2017, they ran their ad every other month, but didn't seem to receive a strong response.

## Strategy:

The client was encouraged to run their ad more with more frequency to allow consumers to see the ad multiple times and help build brand awareness. The ad was also redesigned to catch even more consumer attention with a large photo, better logo placement and a more appealing look overall.

## Results:

The client agreed to mail on a monthly basis starting in 2018. After their 4th mailing, the client was able to generate their strongest return ever receiving 250 redemptions on their \$8 Gift Certificate coupon offer. As a result, they decided to continue running every month, through the end of the year.

## Front of ad:



## Back of ad:

