

Ralphs collects 11% redemption from door hanger coupon.

Challenge

As one of the nation’s largest food retailers, Ralphs Grocery Company operates more than 250 supermarkets in the US.

In order to announce the company’s first-of-its-kind *Ralphs Signature* store in Midtown Los Angeles, Ralphs was looking for a way to spread the word about the store’s re-opening and advertise its new features following a three month renovation.

Solution

Since the new *Signature* store was described as a ‘true neighborhood market’, Ralphs marketing executives approached Varga for help with outreach tactics that embodied the ‘community feel’ of the new store.

Varga distributed 25,000 door hangers inside a defined market area in order to reach target consumers. Each resident received a large door hanger, including an invitation to the re-opening events.

The door hangers included a bar-coded coupon for \$5.00 off a total purchase of \$25.00.

Results

Ralphs response rates soared with an overall 11% redemption that came from the bar-coded coupon.

The door hangers proved valuable not only to consumers who were able to take advantage of the discount, but also to the grocery company. Ralphs was able to track the response and increase enrollment for their rewards card since it was required for coupon redemption.



Campaign Metric	Redemption
\$5 off \$25 purchase coupon (with Ralphs rewards Card)	11%

"Complete data at the end of this promotion reported an 11% redemption rate. This program exceeded our expectations and everyone was very happy working with Varga on this door hanger campaign."

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