

## FESTIVE RESTAURANT MARKETING CAMPAIGN DELIVERS 25% INCREASE IN SALES



- A fast casual restaurant that originated in Fort Worth, TX in 2003
- 150 corporate- and franchise-owned locations in 16 states



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**With a large number of franchised locations in 16 states, Punchh gave us the ability to support our franchisees and their city laws, delivering personalized local messaging to their guests.**

BERKLEY HOPKINS, DIGITAL MARKETING MANAGER

With a laid-back vibe and a cult-like following, Fuzzy's Taco Shop dishes out Mexican favorites with a splash of Baja. The laid-back atmosphere pairs perfectly with signature Baja-style tacos, famous chips and queso and icy-cold beverages always served at a chill price.

### Restaurant Loyalty Challenge

In May, Fuzzy's faced the challenge of celebrating perhaps the most important holiday of the year – Cinco de Mayo! Most locations were operating with a closed dining room and only some were open at limited capacity. They needed to generate guest interest and participation around this fun holiday to drive primarily online orders for local stores.

### Restaurant Loyalty Solution

Looking to inspire guests, Fuzzy's launched a creative campaign from the Punchh platform. They offered anyone who bought any guacamole item on 5.5, and checked in to their rewards account, the chance to be entered into a drawing to win free chips & guacamole for a year. One hundred lucky winners were selected from more than 1,700 entries.

### Restaurant Loyalty Results

Fuzzy's 2020 Cinco de Mayo campaign engaged loyalty members, who rewarded them with increased sales. Check out these compelling numbers over last year's metrics:

- 20.4% increase in the number of guacamole items sold
- 25.9% increase in sales dollars
- 82% of sales coming from off-premises channels versus 21% in 2019

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