

## Driving Sales & Reinforcing the Brand

*The success of the campaign stemmed from Wessan's flexibility and support allowing for a smooth transition in the celebrity line-up and promotional offerings.*

*arc worldwide*

### **OBJECTIVE:**

#### **Generate Sales & Increase Brand**

Chicagoland's leading fast-food chain wanted to generate sales and increase brand awareness.

They turned to Wessan Interactive to help build a cost-effective, user-friendly and fun solution that would engage potential customers and reinforce the company's brand.

### **SOLUTION:**

#### **Hotel-style, Wake-up Call**

Wessan Interactive implemented a hotel-style, toll-free, wake-up call using an IVR. The solution allowed people the opportunity to schedule a branded, next-day, wake-up call from one of their favorite, local celebrities.

Participants could choose a recorded message from a variety of sports figures, celebrities or musicians.

### **RESULTS:**

#### **Additional Call Volume and Increased Sales**

The campaign resulted in generating call volume to the toll-free number almost 8 times higher than the client projected. It also helped generate a 10% increase in average store breakfast sales and an 8% increase in average store breakfast visits.

The program was a huge success winning silver and gold Effie awards. Wessan Interactive is proud to have been involved in connecting with customers and helping to improve the company's overall brand experience.

Call 800-468-7800 or visit [wessan.com](http://wessan.com)  
for more information.

