



Papa John's Implements the Smart Circle's Referral Marketing Program to Drive Sales and Increase Revenue

SITUATION

Papa John's franchise group, Colonial's Limited, was established in 1993 and currently owns 37 Papa John's locations throughout Maryland and Virginia. With more than 700 employees, the franchise group is family-owned and operated and boasts an impressive upper management team, nearly 100 percent of which have been with the company since it was created 14 years ago. Having begun his career as a manager for the first Papa John's franchise owned by Colonial's Limited, Andy Freitas is now the director operations for the entire franchise group and oversees day-to-day operations, local marketing and store maintenance for the locations.

CHALLENGE

Colonial's Limited needed a way to reach new and existing customers in the Maryland and Virginia area that they did not have the resources or manpower to connect with otherwise. Prior to teaming up with The Smart Circle (<http://www.smartcircleinternational.com/>), Colonial's Limited utilized various advertising and marketing methods as part of the franchise strategy, however, none of these efforts created the direct contact to local customers, revenue or targeted brand awareness they desired.

STRATEGY

Colonial's Limited partnered with The Smart Circle, the worldwide leader in person-to-person advertising, in an effort to increase revenue, fill unused capacity, enhance brand loyalty and significantly increase the last-minute purchases made in their locations. The Smart Circle was in charge of developing a strategic marketing plan that would accomplish these goals and position Colonial's Limited and its individual Papa John's locations as the leading pizza offering in each of their respective markets.

- ◆ Colonial's Limited worked closely with The Smart Circle to create the parameters of the special consumer offers
- ◆ The Smart Circle was called upon to serve as a strategic sounding board during the review and approval processes of the marketing campaign
- ◆ Professional collateral materials were developed and produced by The Smart Circle to correlate with the offer to be provided by Colonial's Limited / Papa John's
- ◆ The Smart Circle conducted a training session with staff and in-market sales team in preparation for the launch of the campaign
- ◆ The Smart Circle sales team began traveling to meet face-to-face with prospective and current customers to market the special Colonial's Limited / Papa John's offer

RESULTS

"We view The Smart Circle as a big part of our integrated strategy. The Smart Circle is the part of our program that is 'alive' as the team is out in the community going door-to-door and getting our message to consumers." – Andy Freitas, director of operations Colonial's Limited

- ◆ Market strategy and materials for the company's 37 locations were developed within weeks of the campaign launch
- ◆ Area supervisors for each of the participating locations plans for record sales during The Smart Circle's annual campaign
- ◆ "General managers are excited about our sales"
- ◆ "Customers are looking for a new card once their card has been completely used up"

THE LONG TERM

The quality of The Smart Circle's management and sales team, the professionalism of their approach, their understanding of the industry, and their ability to leverage and penetrate segments that were impossible for their traditional advertising and marketing to reach have made its campaigns a fixed component for the Colonial's Limited marketing strategy and the organization implements a Smart Circle Card program annually for all of its franchise group locations.