



Multi-Tactic Grand Opening Campaign for Chuck & Don's

Challenge

Specialty pet retailer Chuck & Don's was opening new locations in different parts of the country and wanted to quickly build awareness and motivate trial among pet owners. Given the highly competitive category, a digital marketing campaign was needed that could attract new customers within each local trade area and convert that awareness into in-store action during a limited launch window.

Solution

Taylor's direct mail specialists partnered with MGI, a Taylor company, to devise a multi-tactic campaign that paired direct mail, geofencing and website visitor remarketing.

- Taylor printed and mailed postcards announcing the store grand openings to tightly defined prospect lists.
- MGI used geofencing and custom audience targeting techniques to reach known pet owners and high-intent audiences within precisely defined geographic zones.
- MGI also utilized retargeting and audience expansion techniques to re-engage Chuck & Don's website visitors with targeted offers.
- Campaign creative featured localized messaging and promotional offers emphasizing urgency and value, such as "35% off first purchase" and "25% off first groom or bath."
- The campaign ran across multiple phases over a period of three months, with both monthly and weekly optimization adjustments.

Results

Taylor and MGI drove awareness, store visits and customer acquisition for Chuck & Don's newest locations.



CAMPAIGN REACH

Nearly 500,000 total brand impressions were delivered across campaign tactics.



IN-STORE IMPACT

Geofencing generated 133 in-store visits from customers new to Chuck & Don's.



MARKETING EFFICIENCY

Final campaign results showed an average cost per store visitor of \$32.55.