



MMA CASE STUDY



TGI Friday's Mobile App

Campaign Summary

In 2011, when many casual-dining restaurants released mobile apps featuring simplistic to-go ordering systems, TGI Friday's wanted to create a mobile experience that was a cut above the rest, and do so in a concise timeframe. The restaurant chain focused on the customer pain point of waiting for the bill at the end of a visit and the payment process in general. Creating a mobile app with a "My Friday's Tab" feature enabled customers to pay their bills with just a few taps on their smartphones.

Strategy and Execution

The key objectives were to deliver a top-of-the-line, visually appealing app for customers to connect with the brand; keep customers engaged and interested in Friday's; and provide users an efficient way to pay the tab directly from their devices. The brand's overarching goal was to introduce the app across 300 U.S. units and achieve a year-end goal of 83,725 app downloads across both Apple and Android devices.

In less than six months, Friday's had strategically and functionally planned the app, conceived and developed creative, programmed and integrated a new POS system, tested the app, and trained employees. The app launched on two platform versions, Apple iOS and Google Android, in April 2012.

The full functionality of the mobile app let users:

- Track the tab, pay the bill, leave a responsible tip, and keep a record of payments from the phone with the My Friday's Tab feature
- Find TGI Friday's locations with Find a Friday, using current location by zip code or city.
- View maps and access driving directions to the nearest Friday's
- Browse the full drink and food menus, equipped with expandable images and detailed descriptions of each item
- Check out promotions or events occurring at Friday's
- Access Friday's social media sites including Facebook, Twitter, and YouTube
- Submit feedback directly via the phone with full integration to the Friday's customer care team, including inquiries for help with the Give Me More Stripes loyalty program, a complaint, a compliment, or a suggestion

The appetizing look and feel throughout the app reinforced Friday's new brand and enticed the user to order the food and drink menu items at a Friday's.

To optimize success of the mobile app, Friday's launched a totally integrated campaign, including an array of digital marketing efforts using mobile ad units, Facebook ad units, Give Me More Stripes member reward emails, mentions on the TGIFridays.com website, and a full public relations media plan with multiple press releases. Social media efforts included image-based posts on Facebook and Google+ and multiple posts on Twitter. Friday's also leveraged Apple's iAd platform to bring the app to life through the interactive, engaging, and educational ad unit within apps on the iOS platform.

Friday's continued to update the mobile app, including the happenings section, so that users could always view what was going on at Friday's. It implemented new drink and food items with expandable images and full descriptions for app users to view. Plans called for launching fully integrated access to its rewards programs, where members could check their rewards points, request rewards, view and show the reward certificates directly to the server, and request credit by scanning the receipt barcode or manually entering from the app. Prospective members would also be able to learn more about the rewards program and sign up to begin receiving points immediately.

Results

The campaign started in May 2012 and generated significant downloads. By June 28, when the app had been live just 64 days, Friday's had exceeded its initial year-end goal of 83,725 downloads. This download achievement used approximately 38 percent of the mobile app promotion media weight.

Apple devices accounted for a majority of downloads, at 77 percent. On May 3, 2012, the TGI Friday's app was the No. 1 most downloaded app in Apple's Free Lifestyle Category. Android accounted for 23 percent of app downloads. The app continued to be downloaded an average of six to seven percent more times than the previous day since its launch.

The Friday's iAd implementation performed well above the industry average. The tap-through rate was strong at 0.77 percent. The amount of time spent engaged with the ad unit averaged 105.0 seconds, far exceeding Friday's and Apple's expectations. The iAd media execution was directly credited with 1,888 app downloads.

Source

"TGI Friday's Mobile App." 2012 Smarties Bronze Global Winner mCommerce. Brand: TGI Friday's Mobile App. Lead Agency: The Richards Group/Click Here, Inc.