

CASE STUDY

Enhancing Brand Loyalty



ABOUT BOSTON PIZZA

Boston Pizza International Inc. is Canada's No. 1 casual dining brand with more than 350 restaurants in Canada. In 2014 Boston Pizza celebrates 50 great years since opening its first location in Edmonton, Alberta in 1964. Annually, Boston Pizza serves more than 40 million guests. The company has been recognized as a Platinum Member of Canada's 50 Best Managed Companies.

YOY sales in December
increased 60%
when a promo was introduced

Boston Pizza's primary objectives for their online gift card program included being innovative in a manner that enables them to stand out from the pack, and to make it easy and enjoyable for guests and fans to acquire gift cards anywhere, anytime.

By making gift card acquisition an easy and enjoyable experience, Boston Pizza felt they could gain a competitive advantage, generate greater brand loyalty, and potentially increase revenues. The gift card recipient may be a frequent guest, and the gift card provides an opportunity to enjoy the brand and even share it with friends. Or the recipient may not have visited at Boston Pizza recently, and the gift card gives them a reason to visit again, or try a new menu item. In either case, the gift card brings people back to engage with the brand, which ideally leads to enhanced brand loyalty.

One of the key attributes Boston Pizza desired in their online gift card program, was the ability to personalize the gift giving experience. They wanted a means by which the gift card buyer can make the gift special and to create a personal connection with the recipient. It was also important for the eGift Card experience and to be very similar to the plastic gift card experience for both the buyers and the recipients.



SUCCESS STORY

Boston Pizza chose Buyatab to provide the technology and services to facilitate the sale of eGift Cards and plastic gift cards from the Boston Pizza website. Buyatab also provides branded Customer Support and assumes 100% liability for any credit card chargebacks. Buyatab created a custom buying experience on the website unique to Boston Pizza, where the eGift Card looked the same as the plastic gift card presentation.



To do this, Buyatab applied special animation that presents a collection of fun greeting cards, which open to present the gift card, emulating the plastic gift card experience.

Boston Pizza felt that could gain a competitive advantage, generate greater brand loyalty, and potentially increase revenues.

Buyatab's ability to create this type special animation is unique in the industry.

Alternatively, gift card buyers can choose the Photo gift card option, where they can upload a photograph to be placed on the gift card. For an eGift Card, the recipient receives a digital version of the card including the photograph, via email or text message. For the plastic gift card, Buyatab facilitates the printing of the photograph on a "blank" Boston Pizza branded giftcard.

To round out the fun and personal nature of the gift giving experience, gift card buyers can write a personal message for the recipient. For eGift Cards, the message is presented on the image of the card. For plastic gift cards, the message is printed on a branded paper and sent the gets delivered with the card.

Buyatab also created a custom branded corporate order form for the Boston Pizza website, enabling companies to easily place orders for larger quantities of gift cards. Buyatab also provides the customer service to help the corporate client complete the gift card buying process.





Marketing

Boston Pizza leverages many vehicles to promote the availability and advantages of their online gift card offering including Twitter, Facebook, their website and even some TV ads. Additionally they know that special promotions create additional sales and provide an opportunity to generate more customer visits.

As an example, one marketing initiative leveraged the power of a limited time Buy One, Get One promotion. For every \$50 gift card purchased online, the buyer would have emailed to them, a coupon for a free individual sized pizza. This was an extremely popular promotion, validated the power of both special promotions and social media, and better ensure both the buyer and recipient would visit.

Results

The online gift card program continues to deliver positive results for Boston Pizza, and is supporting their business objectives. It is recognized as an innovative program that offers an enjoyable and personal means for gift card buyers to send gift cards to friends and family, and is contributing to enhanced brand loyalty. The program continues to grow significantly year over year as more and more consumers turn to the Boston Pizza website to send a special gift, in a unique and fun manner.

Buyatab created a custom branded corporate order form for the Boston Pizza website, enabling companies to easily place orders for larger quantities of gift cards. Corporate buyers increased by 45% after Buyatab introduced this new online system.

