

myMonsterMeals.com

Secret shoppers put valet attendants to the test in Dallas & Atlanta to ensure Monster.com's tasty promotional message was spread

SITUATION

Monster.com, one of the most visited Internet job-search sites in the world, wanted to find a new, fresh approach to reaching young professionals for its myMonsterMeals.com sweepstakes, and ultimately encouraging them to become job seekers and open an account on Monster.com.

Monster.com hoped that it would entice people to sign up for a new account on its site, by offering discounts at local restaurants in their area and the opportunity to win the sweepstakes grand prize of dinner for two at 10 of the hottest restaurants in their city.

To get the word out about its tasty new sweepstakes, Monster.com and its advertising agency, Moroch & Partners, decided to get help from Dallas-based AdverTickets.

STRATEGY

Knowing that Monster.com was trying to reach young professionals in Atlanta and Dallas who dined out a lot, AdverTickets developed a valet ticket campaign putting the myMonsterMeals message on 272,000 full-color valet tickets being handed out at restaurants in those areas.

EXECUTION

To ensure that the promotional message was truly reaching its target audience, Monster.com and AdverTickets created an incentive for valet attendants in the Dallas and Atlanta markets to not only hand the valet tickets to their customers, but also to verbally mention it when initially handing the ticket to the customer and upon vehicle pick-up.

Secret shoppers were sent out to make the rounds at various restaurants in Dallas and Atlanta to catch attendants in the act of passing along the special promotional message. For each market, Monster.com and AdverTickets hoped to catch the attendants spreading the message correctly in return for \$100 American Express gift cards.

RESULTS

The program proved to be a success. Drivers came away with an enhanced impact due to the creative and interactive nature of the program, and AdverTickets' parking partners were happy to expose their employees to the opportunity of the gift cards.

In each market, secret shoppers caught valet attendants correctly passing along Monster.com's promotional message. This test helped validate AdverTickets' strategy of hand-delivering a message to consumers and guaranteeing reception of that message.

