JD Wetherspoon

Challenge:

To make JD Wetherspoon's customers aware of the non-smoking legislation.

J·D·WETHERSPOON

metrix**data**science

What we did: Door drop

As there was no data on actual JD Wetherspoon's customers, we created profiles of likely customers that surrounded each pub based on location and demographics, e.g. students, families. We then identified 6 segments of customers and a separate creative treatment was established for each.

We referred to the postcode sector of each pub as the 'golden sector' and houses in this area were targeted. Postcode sectors outside the 'golden sector' were targeted by using the demographic make-up, distance to each pub and distance to a neighbouring pub when there were more than one in a particular location.

For London, Birmingham and Manchester (i.e. city centre pubs) we developed gravity maps of the distant postcodes from where people would commute in.

METRIX DATA SCIENCE: CASE STUDY

Outcome:

In total we door dropped 18 million coupon booklets.

Sales following the coupon drop were up 7%.

7%
Sales
Increase

metrix data science