

## RSVP Works for Restaurants

### RSVP consumers are frequent diners at casual and upscale restaurants

Over half dined at a casual restaurant 3-4 times or more in a month; 22.1% dine there 5+ times a month

Over half reported dining at an upscale restaurant 1-2 times a month; 12.3% visited 3+ times

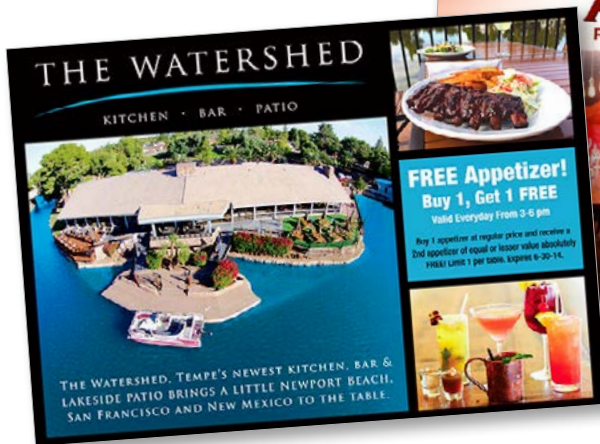
SOURCE: On Target Research, survey of RSVP households



"We see an influx of business every time we put out one of the postcards. One of the unique things is the quality of the card... it's representative of what we are at Del Frisco, being a top notch restaurant, it's a top notch piece as well.

When noticing the influx of business that we've been seeing, even on a slow night we'll pick up an extra 20-30 heads a night that we haven't seen before. This has been great exposure for us and it also is profitable."

Greg Lapp  
Del Frisco's Restaurant



**69 calls**

40,000 homes  
RSVP Phoenix



**80 calls**

20,000 homes (4x)  
RSVP Santa Fe

"Throughout the years we've tried a variety of marketing and RSVP proves itself time and time again. It drives a quality customer into our restaurant and it generates repeat business. RSVP brings in a higher end customer. We have an upscale clientele here and the RSVP package speaks to our audience."

Michelle Lefkowitz, Marketing Director  
Sushi Rock



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