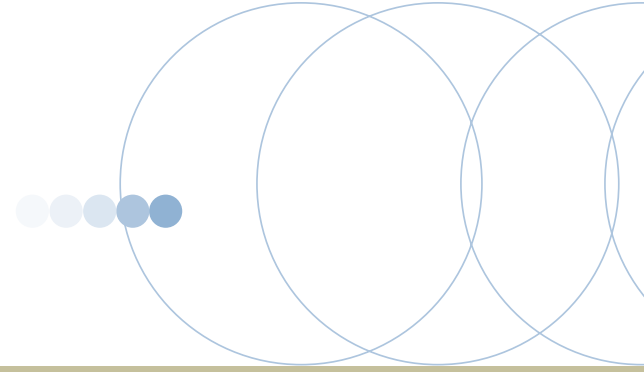


CASE STUDY



Eat'n Park Hospitality Group serves up highly collaborative marketing initiatives using MarketingCentral

Unica's MarketingCentral® On-Demand MRM Solution Keeps Restaurant Chain on Fast Track

OBJECTIVES

- Manage external marketing resources
- Review work-in-progress from anywhere, anytime
- Automate marketing processes to manage projects more efficiently

RESULTS

- Since implementing the Unica MarketingCentral solution, Eat'n Park's marketing team has not missed a single deadline.
- Unica's MarketingCentral system enables all members of the marketing team, both internal and external, to collaborate on projects instantly and seamlessly, reducing errors and increasing production speed.
- Using Unica's MarketingCentral, Eat'n Park has boosted its marketing output over 200 percent without adding to headcount.

BACKGROUND

Eat'n Park Hospitality Group began fifty years ago as the first drive-in restaurant in Pittsburgh, Pennsylvania featuring carhops. Today, with over 75 restaurants throughout Pennsylvania, West Virginia, and Ohio, it is the largest full-service restaurant chain in the tri-state area.

The secret to Eat'n Park's success has always been innovation, starting with its original recognition that fast cars and fast food are a natural fit. The company features a fun and friendly dining experience, serving good quality food at reasonable prices with attentive service in clean, family-oriented restaurants.

THE CHALLENGES

Eat'n Park's goal is to grow sales and earnings every year. While the organization's recipe for success is simple, the marketing efforts that support these goals are anything but.

Eat'n Park's 12-member marketing department relies heavily on outside resources. These contributors can be anywhere across the United States. Eat'n Park used Microsoft Project and Microsoft Excel to manage its marketing initiatives until early 2004. Spreadsheet timelines were created on a PC, and paper proofs were routed by hand. Timelines took hours to build or update. Reviewing creative work-in-process took days, especially when reviewers were off site.

Traycee Bosle, marketing coordinator for Eat'n Park, manages all of Eat'n Park's marketing programs. She was responsible for bringing all those pieces together using the old model. "You can't imagine how inefficient our system was back then and what I had to do to get things done," says Bosle.

THE SOLUTION

Eat'n Park was desperate for a system that could automate and streamline the company's marketing operations. After viewing a demo of MarketingCentral, Unica's on-demand Marketing Resource Management (MRM) tool, the organization was instantly sold on the value. The key selling point was MarketingCentral's robust project management capabilities.

Eat'n Park realized it could build timelines in minutes instead of hours, send task reminders automatically and review work-in-process from anywhere, at any time. Better yet, more than one person could proof work simultaneously, which dramatically reduced the time necessary to complete a proofing cycle.

Given these capabilities, Bosle describes the decision to bring in MarketingCentral as "a no-brainer." Unica's MarketingCentral was fully operational and rolled out within three months of the first demo viewing.

USAGE

Today Eat'n Park uses the system for collaborative project management, proofing, and communications. An initial user base of nine has expanded to 22 from a variety of departments and outside vendors. Eat'n Park's marketing staff reviews creative work online. Their agencies and other partners pull this feedback directly from the MarketingCentral system, make revisions, and then post updated work back to MarketingCentral for review. Agencies use the system to route feedback to partners and receive media request forms.

Eat'n Park also uses MarketingCentral to design and roll out all the company's menus, including three updates per year and season-

“Unica’s MarketingCentral allows us to do in days what used to take weeks. A ‘boost in efficiency’ does not accurately describe it. I would compare it to the advent of fire.”

Traycee Bosle
Marketing Coordinator
Eat’n Park Hospitality Group

al campaigns, such as the Merry Berry Pie promotion in May, featuring Eat’n Park’s signature strawberry pie. Other uses include managing the creation of gift cards, proofing web site pages, creating email marketing campaigns, and designing billboards and advertising in local newspapers.

Unica’s MarketingCentral has become integral to all of Eat’n Park’s marketing operations. Anything that gets printed or scheduled flows through MarketingCentral. Eat’n Park relies on MarketingCentral to organize corporate marketing, neighborhood marketing and special community marketing events through the system’s Events Calendar.

THE RESULTS

Unica’s MarketingCentral solution manages thousands of Eat’n Park’s projects every year. Bosle now performs the same work herself that it took several people to do using the old system. This allows her department to take on more projects without adding headcount – for example, the department’s project folder consisted of 10 major marketing promotions in 2003, and had risen to 32 by 2007, plus a myriad of local marketing initiatives and test programs.

“Unica’s MarketingCentral solution is amazing. So is the customer service – nothing short of exemplary,” says Bosle. “It is invaluable. Without it, I could not do my job. It allows me to manage thousands of open tasks and hundreds of projects at the same time. I can communicate at the drop of a hat and manage a very cumbersome 8-month timeline project from conception to delivery so smoothly there is barely a ripple.”

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