

BAYDONER INCREASES CUSTOMER TRAFFIC THROUGH BRAND COLLABORATION

Standing out with its special campaigns for Migros, Vodafone, Coca-Cola and Ticket Restaurant customers, Baydöner aims to increase restaurant traffic thanks to brand collaborations. Kemal Ömerci, CMO of APAZ Group, which contains Baydöner within itself, says, “One of the most valuable aspects of the campaigns we have prepared is that we can follow the actual performance with daily figures. In this way, we can quickly take the necessary action based on the campaign data together with our agency M.A.R.K.A.”



Graphic Designer Özgür Özak, CMO Kemal Ömerci, Marketing Manager Ece Görken Yıldız, Digital Marketing Manager Irmak Karayaz, Assistant Marketing Specialist Tolunay Sarıçay and Customer Relations Manager Özgür Doğanay (from left to right)



BAYDÖNER IS NOW ON YEMEKSEPETİ

✓ The food and beverage sector of the retail world is in a significant transformation. While traditional sales channels maintain their importance with shopping malls and street stores, online shopping channels have also started to receive a significant sales share, especially due to the restrictions in the pandemic process.

✓ For this reason, as Baydöner, we are starting our carry out service with Yemeksepeti in November. We will have expanded our carry out service with our strong restaurant network in Izmir in November and December and throughout Turkey in 2021.

WE WILL INCREASE CUSTOMER TRAFFIC THROUGH BRAND COLLABORATION

- ✓ Baydöner's 2020 strategic marketing plan included "Marketing Collaborations with Other Brands", and at the beginning of the year, we started negotiations with the leading brands of their own sector, just like our Baydöner brand.
- ✓ Our aim was to invite the guests of these companies at their stores to our 110 Baydöner restaurants in 42 provinces of Turkey with our digital marketing campaigns. We have planned these campaigns, which we have built with the strong brands of the sector, to be implemented in the second half of 2020 due to the pandemic, and we have been offering these campaigns to our customers since August.
- ✓ The main idea of these campaigns is to offer special discounted Baydöner menus to the customers of the brands we cooperate with. Our customers can use the special campaign codes we provide on the communication platforms we have determined together with each brand at Baydöner restaurants. In this way, while the customers of the brand we cooperate with feel special and happy because of being offered special priced menus, we, as Baydöner, increase the traffic of our restaurants. In other words, it is a win-win situation for both parties.

WE MEASURE THE PERFORMANCE OF CAMPAIGNS DAILY

- ✓ We carry out the communication activities of our brands on digital platforms with the campaigns designed by Hulusi Deric and his team, the founder of M.A.R.K.A., the communication agency of our APAZ Group brands and Baydöner. One of the most valuable aspects of the campaigns we have prepared is that we can monitor and measure the actual performance with daily figures. In this way, we can quickly take the necessary action according to the campaign data together with our agency.
- ✓ In our cooperation with Migros with the Baydöner menu deals in August, more than half of the campaign coupons sold at the cash registers of Migros stores were used in Baydöner restaurants. The Baydöner campaign in the "Vodafone Yanımda" application, which we started in October, started with a very high performance. Thousands of users benefit from the Baydöner menu deal in this application

THE CENTER OF OUR COLLABORATIONS IS "BENEFITS"

- ✓ Coca Cola, the leader of its sector, is among the brands we cooperate with. While our brand expands its target audience with Baydöner menus with Coca-Cola, the Coca-Cola Family also gains from this situation.
- ✓ We also cooperated with Edenred, the leading company of the meal coupon system in Turkey, in line with our strategic planning. In this way, we were able to host a significant number of customers from the working class in our restaurants.

Super Cross
deals at Baydöner

YERLİ ÜRETİM

24,99 TL
~~39,99 TL~~

Single Iskender +
Kunefe + Coca-Cola

With a 2 TL coupon to be purchased from Migros cash registers and migros.com.tr

baydöner **MIGROS**

WE AIM TO CREATE VALUE FOR OUR CUSTOMERS



Onur Bayrak

National Key Accounts Executive at Coca-Cola

“As Coca-Cola, we want to be involved in every project that will provide additional traffic to restaurants from different consumption channels, with our valuable business partner Baydöner brand. In this way, we aim both to grow together with our business partner and create value for our customers. In these days when we realize the importance of digitalization once again, the fact that the campaign setups we made with Baydöner have been created in this direction shows us that we look in the same direction as our business partner. Our campaigns, which we carry out using our digital capabilities, reach the wider audiences and provide us with more measurable results and guide the next processes.”

TRADING VOLUME INCREASED 39%



Zeynep Ege Dura

CMO at Edenred Turkey

“We received very good feedback from the campaign we launched as a result of cooperation with Baydöner within the scope of our Red Club program. It is also important for us to launch such a campaign with our strong business partner Baydöner. When we compare the first week of our campaign with the campaign-free period of the previous month, we found out that we achieved a 39% increase in Ticket Restaurant card transaction volume, and a 43% increase in turnover. The fact that the campaign setup is done by obtaining the digital code via the mobile application has been extremely beneficial for us, as it allows us to measure the results of the campaign and sheds light on the campaigns we will implement together from now on.”