



CASE JILLZ

CLIENT

Heineken's cider beer Jillz

MARKETING GOALS

- › Generating traffic to the bar
- › Stimulating product sales
- › Generating traffic to retail
- › Brand awareness

PHOTOFLYER TYPE

- › Regular with tear-off coupon
- › '2+1 for free' campaign
- › STIVA approved

CONCEPT

The photoflyer is fitted with a tear-off coupon. By handing in this coupon at the bar, you will receive a discount on Jillz cider through the 2+1 for free deal. On the back of the flyer it's mentioned that Jillz cider is also available in retail.

RESULT

25% of the coupons has been handed in at the bar.



front



back

