



CASE PRIMAGAZ

CLIENT

Primagaz

MARKETING GOALS

- › Generating traffic to the fair stall
- › Collecting personal details to establish a customer database

PHOTOFLYER TYPE

- › Regular with large tear-off coupon
- › Scratch & Win

CONCEPT

After filling out the coupon with personal details, you can hand in the coupon at the fair stall. An extra application on this photoflyer is the Scratch & Win with which you can win a discount, merchandise or an Camping-Gaz barbecue.

RESULT

34% of the coupons have been handed in at the fair stall.



front



back

