



CONCEPT HEINEKEN BARCODE

CLIENT

Heineken

MARKETING GOALS

- › Generating traffic to website / social media
- › Generating traffic to retail
- › Stimulating sales

PHOTOFLYER TYPE

- › Regular with tear-off coupon and bar code

CONCEPT

The photoflyer is fitted with a tear-off coupon and bar code. By handing in the coupon, the bar code is scanned at the cash register through which you will automatically receive a discount.

RESULT

This campaign can be evaluated by the amount of coupons handed in.



front



back

