



CASE CANEI

Customer

Canei

Marketing goals

- › Relaunch Canei in on-trade establishments
- › Generating traffic to the bar
- › Brand awareness
- › Generating traffic to the website
- › Stimulating sales

Photoflyer type

- › Photoflyer with tear-off coupon and glitter coating

Concept

The Photoflyer has a tear-off coupon. Canei is promoting a discount offer on this coupon. Presenting the coupon at the bar entitles the holder to 2 glasses of Canei for the price of 1.

The flyer also has a glitter coating to reflect the sparkling nature of Canei. The coating is completely in line with the campaign theme of "Life Sparkles", and ensures that the flyer has extra sparkle and is more noticeable.

Result

This campaign can be measured by the number of coupons presented at the bar.



front



back

