Post-it® Brand

Custom Printed Products

CASE STUDY

National Pizza Chain

Custom Post-it® Notes applied to pizza box tops help drive repeat business while ensuring the brand and message were highly visible.

Situation

A well-known pizza chain was looking for a way to deliver coupons to consumers of their product while ensuring that the coupons would stay visible until the next purchase. Additionally, the company wanted to provide the local franchise owner with the ability to determine which coupon would be utilized so they could more effectively project sales.

Solution

We worked with the customer to produce a variety of Post-it® Note coupons which could be selected by the franchise owner.

The solution allowed:

- The coupons to be highly visible when picked up in store or delivered.
- The coupons to be removed before the box was thrown out and displayed in a visible location keeping the brand top of mind.

Outcome

- Post-it® Notes were placed in visible locations rather than being stacked in a pile with other coupons.
- The repositionable note allowed it to stick to stainless steel finishes which meant that often they were the only thing on the front of the refrigerator.

When it came time for another purchase, the coupon was more likely to be used, thereby keeping a pizza purchase away from the competition. As an added benefit, the franchise location was able to participate in a program that was affordable and allowed them to keep multiple coupon variations on hand.

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