

# DRAW A LUCKY GUINNESS®

Everyone loves a surprise - why not try this simple and fun promotion offer to encourage new and existing customers to try and pick the lucky GUINNESS envelope. The success of this promotion lies in its simplicity. While the punter may receive a price reduction off his next order of GUINNESS beer, the publican is rewarded with return visits and increased sales.



## HOW IT WORKS:

When a customer purchases a pint of GUINNESS beer they instantly receive a printed envelope. On the outside it could say, "Do not open until your next pint of GUINNESS and you will receive a 10%, 15%, 20%, or 100% off your next drink". Inside each envelope is a discount. Once they purchase the next drink they can exchange their winning token. The offer relates to the next purchase but does not need to be used on the same visit, enticing return pub visits. Only accept unopened envelopes to ensure there has been no discount tampering

## WHAT YOU NEED:

- Advertise the promotion around your pub to kick off word of mouth advertising
- Envelopes with the printed title on the outside and the different discounts inside
- The amount of discount is up to your own discretion

# TOP TIP

As a special prize you could also include a couple of more high value winnings such as a meal for two for the price of one, pub vouchers or the like.