

GUINNESS®

'CRAIC' THE SAFE NIGHT

Inside a safe or locked box in your pub lie great prizes for your customers. If only they could find the right key to get inside, the choice of the prizes could be theirs. The problem for them is that there are fifty keys and they only have 30 seconds to open it!

Making use of exciting and fun formats for promotions such as the GUINNESS CRAIC THE SAFE NIGHT is key to keeping your consumers engaged and entertained. It doesn't require breaking the bank and investing in an unbreakable vault – a locked box and a bag of old keys could work just as successfully.



HOW IT WORKS:

There are many different ways in which this type of promotion could work so it is up to you to get creative and find out what could work best for your pub.

For example:

When a customer buys a pint of GUINNESS beer they get a chance to try to open the safe. This could mean thirty seconds with a bag of say twenty to fifty keys, or every customer who buys a GUINNESS can choose one key from the bag, if the key doesn't work it gets separated from the rest - so a winner is guaranteed as long as the GUINNESS keeps flowing!

Once they get inside the safe, prizes could be three sealed envelopes, each with a pub voucher inside (€10, €20, €50 possibly) - so the winner is then faced with the second challenge... which envelope to choose!

WHAT YOU NEED:

- Some form of locked box / mini safe / box and padlock / ammo case etc.
- A bag of old keys – cheaply available to buy on websites such as eBay
- Prizes – pub vouchers are a great option!
- Visibility for the event – posters, flyers and maybe even an advertisement in a local newspaper which could generate great publicity for your pub.

TOP TIP

A GUINNESS 'CRAIC' THE SAFE NIGHT could convert just as successfully into an on-stage event. A moderator for the night with PA system could get the crowd in the mood, selecting participants by raffle number to open the safe on-stage while a clock counts down their 30 seconds.