

CASE HISTORY:

Convenience Store Coupon Calendar

Fast Facts:

- Unique images reinforce the brand’s core message: “always close by, whatever neighborhood you’re in.”
- Two coupons each month (total of 24).
- Calendar paid for with brand sponsorship.
- Ad area customized for individual convenience stores.

Summary:

Customers are always looking for value. With this coupon calendar displayed in their homes, customers of a national convenience store chain no longer had to search for the best deals on beverages, snacks, and products they purchase while on the road.

Each month featured two coupons, worth a total of \$50 in savings over 12 months. Several of the coupons featured items from the convenience chain’s own product line, including fresh roasted coffee and other traveler essentials.

In addition to the coupons, the calendar appealed to users with its fun images and monthly branding messages that corresponded to both the images and featured products.

Proceeds from the calendar benefited the Boys & Girls Clubs of America, making it a true win-win for everyone involved!

