

promo pong

Item# PT2472 Pong Table



CASE STUDY

Client: Duncan Donuts

Requirement: In-store Promotion

Date: 2013

Duncan Donuts looked for a FUN in-store promo that would help introduce new seasonal specialty drinks. As winter turns into spring and then into summer they turn to their Iced Coffee drinks to lift sales in the warm summer months.

Problem:

How can they get new customers to try the variety of new drinks and make it Fun?

Solution:

After looking at several different game options the decision was to go with a pong game, but instead of chugging hot or cold coffee the iconic DD cups held coupons for free and discounted specialty drinks including the Iced Latte's.

The 72" x 24" table was decorated in full color. It folds down into a neat 36" x 24" x 4" for easy storage. We also printed full-color logos on white ping pong balls. Although in most cases these coupons are available without participation, customers liked the feeling of "winning" the coupon. The promotion has been a success for 3 years running with more shops joining the fun all the time.

