



Custom  
Printed  
Products



## CASE STUDY

# Quick Serve Restaurant

Custom Post-it® Note, with integrated coupon, drives charity donations and repeat visits.

### Situation

One of the largest quick serve restaurants in the United States wanted a way to drive in-store donations for a company-wide charity they support. The company counts on an efficient and quick customer interaction, and any extra time spent on the transaction could affect profitability and the ability to quickly serve their customers. The donations are an impulse buy, based on emotion, and it is important for the customer to feel involved in the cause and be reminded of their contribution.

### Solution

We have been supporting this program since 2006 and the customer wanted a fresh way to involve the customer. We recommended a four-color Post-it® Note with a tear-off coupon.

#### This allowed for:

- The donation slip to be handed to the customer so they could fill it out and apply it to the donor wall.
- The bottom portion of the note to be removed and redeemed for a small fry on their next visit.

### Outcome

Our solution increased employee efficiency by eliminating the need for staff to wait for the customer to fill out a slip and apply it to the wall.

#### In addition:

- The coupon drove repeat business by giving the customers a reason to return.
- The donors are more engaged because they were able to apply the Post-it® Note to the donor wall.
- The donors are reminded of the fundraising effort when they utilized the coupon.

