



Challenge:  
How to drive in-store sales and encourage online ordering?

snapNwin™ Solution:  
SnapNwin cards were given out on university and college campuses during Frosh week to kick off the 2009 school year. The card included a special offer to drive traffic to Pizza Pizza locations, and promoted Pizza Pizza's online ordering option on the keepsake magnet.

**RESTAURANT PROMOTION**  
**PIZZA PIZZA**

