

CASE STUDY: Casino Gifts

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A casino was closed down due to COVID-19 restrictions, but wanted a way to reach out to their club card holders and entice them to return once the restrictions were lifted. After considering many options, they selected an individual gift box filled with gourmet Jelly Belly® jelly beans (SPD159) from Maple Ridge Farms.

To further personalize the gift, the casino sent in custom-printed cards and refreshment vouchers to be included in each one. The cards and vouchers were packaged with the tasty treats and shipped directly to each club card holder.

For a relatively small investment, the casino was able to reach out to their club card holders in a memorable way. They anticipate a sizable ROI once the restrictions lift and their club card holders are able to return.



Challenge:

A casino wanted a distinctive way to connect with its club card holders during its closure due to the COVID-19 pandemic.

Solution:

Each club card holder was sent an individual gift box filled with a gourmet treat and a note inviting them to return when the operating restrictions were lifted.

Result:

The casino was able to extend their appreciation deliciously while reconnecting with their club card holders.

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