NewsNotes™

TrafficBuilders

When in-store traffic counts

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TrafficBuilders require customer interaction at your place of business in a variety of ways. Learn how to **increase in-store traffic**.

www.news-notes.com

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When in-store traffic counts

Create front-page advertising that requires or entices the recipient to come to your business, generating *increased in-store traffic*.

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Classic MensWear
Two-for-One Sale
When you purchase one suit at full price get the second for no additional cost
345 Industrial Ave • 345-0000

- **Instant Recognizable Cards** – Increase customer traffic with a clean release card valid only at your business such as a coupon, punch card, shoppers card, frequent buyer card, temporary ID card, etc.

- **Scrambled Message** – Requires consumer to visit your business and use decoder to unveil the otherwise unreadable message, such as percent-off purchase or prize.

- **Scratch-Off Message** – Concealed promotion, to be redeemed at your business when revealed by recipient.

- **Scratch-Off Scents** – Fragrant notes creating sensual stimulation to motivate them to purchase products such as perfume/cologne, food, floral, or new car. Or use as a public service announcement to create awareness such as the odor of natural gas at the start of the heating season.

- **Sequential Numbers/Bar Code** – Requires recipient to have bar code read or number confirmed on your premises. Also can be response rate tracking mechanism.

When regular Glossy White or Plain Yellow notes aren't enough; let NewsNotes *TrafficBuilders create a traffic jam* in front of your business.