

## Success Story, Restaurant Industry

A customer's client reaps big rewards on a special promotion

### Customer Situation

A Label Works partner was challenged by their fast food restaurant client to help launch a promotion that would result in more dinner hour sales. The distributor suggested concentrating on their loyal lunch crowd customers and advertising the new 'happy hour' promotion to their drive-thru customers, advertising on the bags and packaging.

### Solution

Working with the Label Works customer service team and advised by internal design artists, a bright full color label was developed to catch attention and deliver the message of the new evening promotion. A label proved to be an economical solution that could easily integrate into the current packaging and delivery system. The restaurant saw their dinner sales increase and met their promotional objectives as a result of this effective and affordable advertising piece.



Driving New Drive-Thru Business