

Red Hot! – Driving Traffic and Sales for QSR Church’s Chicken®



Poster

Point-of-Sale
Materials



Scratch & Win
Game Pieces



Lawn Card



Crew Poster



Banner

Vertical Marketing Network added sizzle to Church's Chicken marketing plans with the RED HOT SCRATCH & WIN! integrated Campaign. The promotional program was communicated to franchisees and consumers through store level merchandising and direct mail elements, and communicated with store employees through program training materials and back-room posters.

The results – a successful integrated marketing program that lifted store visits and store sales by nearly 10%.