

# The Dining Card



## What is The Dining Card?

- The Dining Card entitles cardholders to \$25, \$50 or \$100 certificates.
- Accepted at over 8,000 restaurants coast-to-coast or applied to one of our premium online partners: Lobster Gram, The Fruit Company, Mrs. Fields Cookies, SpaKist, de La Flowers, Cigar.com, Boca Java, International Wine Cellars and more!
- Cardholders learn more about restaurants in their area by using the simple online search options
- After choosing a restaurant, simply print the certificate and go!



Dining card promotions are extremely versatile. They can be printed on a plastic card (as shown above), delivered online, or printed directly on the product packaging.

## How Dining Cards Work

1.



Printed instructions direct cardholders to a landing page.

2.



The landing page is branded with your company's name, logo, hyperlinks, etc. The page then redirects them to the dining site to redeem their PIN number.

3.



Once a restaurant is chosen, cardholders proceed to checkout and enter the PIN number found on the back of the card. They are now ready to print their certificate and have a memorable dining experience!

## Applications / Industries

- Test Drives
  - Direct Mail
  - New Account Openers
  - Gift with Purchase
  - Sales Incentive
  - Employee Gifts
- Automotive
  - Financial Institutions
  - Healthcare
  - Medical / Dental Offices
  - Organizations
  - Insurance



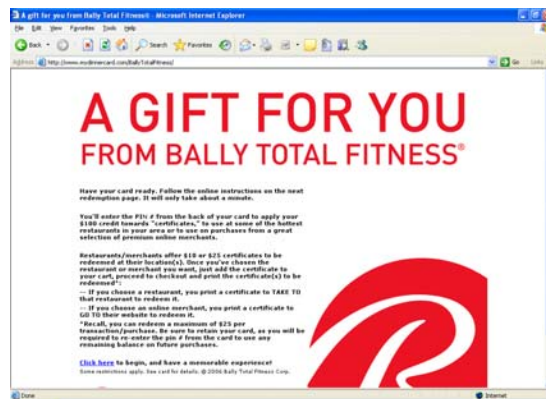


## Promotion Ideas

- Encourage online bill-pay by rewarding your customer with a Dining Card.
- Reward customers with a Dining Card when they sign-up for new services or switch insurance providers
- Give customers a free Dining Card as a gift with purchase to spike sales and garner repeat business.
- Reward seminar attendees with Dining Cards as part of promotional goody bags.
- Reward members with a Dining Card when they extend their stay at your hotel.

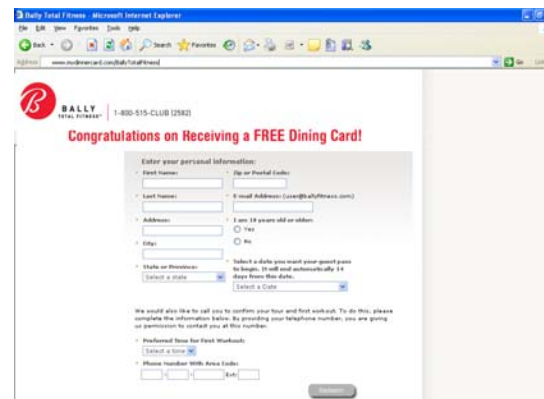
## Options: Custom Landing Pages

*Before users receive their free dining certificate, you can direct them to a custom branded landing page that allows your company to interact, educate and up-sell current customers and prospects.*



### Branded Landing Page

A branded landing page can be as simple as your company's colors and logo, or as interactive as a flash site.



### Survey Landing Page

A survey is a great marketing tool. Once the survey is filled out, cardholders are directed to the dining website to redeem their content.



### Up-Sell Offer Landing Page

An up-sell offer drives cardholders back to your product. Up-sell offers can be a coupon, an event invitation or a new product launch.

## Why Choose Dining Card Promotions?

- Communicate your brand by giving clients a memorable experience.
- The ultimate gift of choice – it's what they want!
- Perfect for a broad range of audiences.
- Redemption for customers is fast and easy.
- The Dining Card is a cost-effective promotion with high perceived value.
- The Dining Card is accepted at 8,000 restaurants nationwide.
- Premium Online Partners

