



# CASE STUDY

**CLIENT** Cousins Subs  
**PROJECT** Promotional Pull-Tab Tickets

## A Pull-Tab Promotion as Irresistible as a Double Cheese Steak

*Restaurant Chain's Giveaway Drives Traffic in the Off-Season*

In the cold, wet months of early spring across Wisconsin, restaurant revenues have a way of dipping along with the temperatures, and customers need a bit more incentive to venture out, no matter how delicious the menu.

If you grew up in Wisconsin, as Cousins Subs Marketing VP Justin McCoy did, you know that in this part of the world, few incentives are as beloved as **pull-tab tickets**, those colorful little rectangles of fun that people love to pop open in bars, bingo halls and casinos.

"It's just part of the culture," says McCoy. "If you've ever been to any dive bar in Wisconsin, we have pull-tabs."

With over 90 **Cousins Subs** stores in Wisconsin, McCoy knew that a pull-tab promotion was a natural fit for a campaign designed to lure hungry people into store locations. With the obvious seasonal appeal of home delivery, the pull-tab promotion was an opportunity "to create some buzz and excitement for in-store guests only," said McCoy.

McCoy reached out to four different pull-tab ticket manufacturers. H&H Graphics got the job. Among other things, McCoy liked the company's diligent follow-up.

Here's how the campaign worked.

### YOU HAD US AT "BETTER BREAD"

In-store visitors in March and April who purchased a 7-inch sub, sub-in-a-bowl or its equivalent, received a pull-tab ticket. When the tabs were pulled, three matching images were good for the win, with prizes ranging from a 20% discount to free chips, cookies and full-size subs. Ten grand prize winners were treated to a year's worth of **Cousins' sub sandwiches** – distinguished by their "better bread," East Coast-inspired style and Wisconsin flair – cheese curds and cheese fries are popular side orders.



The results of the promotion, McCoy says, were "extremely positive," from the social media buzz to the increased traffic at participating locations.

"We feel confident that we did increase traffic counts" with the pull-tab promotions, McCoy said.

He's already thinking about ways to tweak the promotion to build greater momentum the next time.

Working with H&H was also a win for the company, he said. "We had a really great experience working with them and we would work with them again," he said. The pull-tabs themselves were "solid," he said. "The 'pop' was everything that everyone who has ever popped a pull-tab would expect."



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## PULL-TAB MARKETING BY THE NUMBERS



**1972**

Year Cousins Subs was founded by 2 cousins

**52**

Number of sub sandwiches awarded to grand prize winners

**10**

Number of grand prize winners

**3**

Number of tabs on the pull-tabs

**6**

Weeks the promotion was active

**21**

Choice of Cousins Subs toppings

### WHY USE H&H PROMOTIONAL PULL-TABS FOR YOUR NEXT PROMOTION?

If you're new to the concept, promotional pull-tabs are the "better bread" of the promotional printing world. With an **irresistible feel and "pop"** they create a sense of fun and anticipation as recipients pop them open to learn what they have won. No one ever leaves one unopened, and a wide variety of businesses have used them to drive off-season business, promote new products and locations, build customer loyalty programs, reward employees and more.

An industry leader in the field of high-quality **multisensory special effects** printing, H&H Graphics has produced over **100 million charitable gaming and promotional pull-tabs** since 2016.



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## ABOUT COUSINS SUBS

The Cousins Subs story began in 1972 when two cousins, Bill Specht and Jim Sheppard, set out to bring their favorite style of sub sandwich from the East Coast to their new hometown of Milwaukee, Wis. Staying true to their founders' legacy of Better Bread. Better Subs., the restaurants continue to Believe in Better — both in the quality of food they serve and in the communities they support.



More at: [www.cousinssubs.com](http://www.cousinssubs.com)

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## ABOUT H&H GRAPHICS

H&H Graphics creates custom inks and coatings that achieve any desired look, feel or smell with the highest quality and performance, complemented by a level of client service unequalled in the industry. Example special effects include thermochromic, glitter (never rubs off), gloss, matte, scented, scratch-off, glow-in-the-dark and textures.

H&H Graphics was founded in 1978, is a certified woman-owned company and has won numerous Graphic Excellence Awards for client projects.

More at: [www.hhgrfx.com](http://www.hhgrfx.com)