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ENLIST AND DROP SERVICE

It works like this:

- 1) You tell us which cities or towns you wish us to go into.
- 2) We work with you to create and agree a clear brief, identifying the types of pubs and bars that your target customers are likely to visit, for example, those with SKY TV, student bars, country pubs, venues serving food, etc.
- 3) From our extensive database we then extract a list of appropriate venues for your perusal. You hone and approve this list.
- 4) We then individually phone each pub, explain the campaign to them and check that they are happy to host the mats.
- 5) One week prior to the campaign start date, we post letters to all the landlords reminding them of our imminent arrival along with a visual of the mat design so they know what they will be receiving.
- 6) Your mats are then carefully delivered to each venue and a signed proof of delivery is obtained. In a percentage of the venues, we take a digital photograph showing the mats in action and a pic of the front of the building. All this verification data is then couriered to you.
- 7) One week after delivery we then call all the pubs again to confirm the mats are out on their bar counters and tables and try to obtain any feedback for you on how well they think the mats have been received by their patrons.

FREQUENTLY ASKED QUESTIONS:

How many mats go into each pub?

Consumption in the average UK pub is estimated to be 1000 beer mats per pub over a one month period.

How many people will see my beer mats?

Research undertaken a few years back returned a figure of 5. So, provided the bar staff refresh the mats and run through the full supply, 5 different people will see each individual mat. Of course, the bigger, more popular pubs will have heavy traffic and the smaller country pubs may not have a clientele as large as 5000. We apply a common sense approach to this figure.

How many pubs will you do per campaign?

We ask for a minimum order of 20 pubs per town or geographical area as one team can normally cover 20 drops in one full day. Larger campaigns covering over 1000 pubs nationwide are also an option with some careful planning.

How can you guarantee my mats will be used?

We can't. We rely very heavily on a number of factors in every campaign we undertake. For a start the mat design must be acceptable to the landlords and ladies. It goes without saying that we would never accept a campaign that may offend anyone, promotes any illegal activity or is even remotely deceptive! Obviously we are not based on-site so we rely on the personnel within each pub to refresh the mats as and when necessary. A fair number of mats will get put into pockets (which could be a good thing... eg: the ones which include a telephone number or website address... to refer to at home). Other mats will get soiled and consequently discarded. Other mats will get picked at or written on... they are an interactive tool after all! Either way, the message is still out there on which would otherwise just be an area covered in sticky juice and smelling of stale ale!!

How much does it cost?

Pricing will vary from job to job depending on the level of verification you require, area targeted and the dynamics of your target audience. Please call us to discuss your needs in detail...you might be pleasantly surprised!

