

Examples of Promotions

From Wikipedia (https://en.wikipedia.org/wiki/Sales_promotion):

- Price deal: A temporary reduction in the price, such as 50% off.
- Loyal Reward Program: Consumers collect points, miles, or credits for purchases and redeem them for rewards.
- Price-pack/Bonus packs deal: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra). This is another type of deal “in which customers are offered more of the product for the same price”.
- Rebates: Consumers are offered money back if the receipt and barcode are mailed to the producer.
- Kids eat free specials: Offers a discount on the total dining bill by offering 1 free kid meal with each regular meal purchased.
- Sampling: Consumers get one sample for free, after their trial and then could decide whether to buy or not.
- Cents-off deal: Offers a brand at a lower price. Price reduction may be a percentage marked on the package.

From the same wiki, there are some retail mechanics that are worth mentioning:

- Buy x get y free a.k.a. BOGOF for Buy One Get One Free
- Three for two
- Buy a quantity for a lower price
- Get x% of discount on weekdays.
- Free gift with purchase

Examples from the Pizzerias' Website

1. From Domino
 - a. Domino does offer several price-pack/bonus-pack deals to the customer. For instance: 3 Pizzas + 2 Sides = \$36.95, 3 Large Traditional Pizzas = \$32.95, etc.

**2 TRADITIONAL PIZZAS + GARLIC BREAD,
1.25L DRINK
FROM \$31.95 PICK-UP/DELIVERED ***

**2 TRADITIONAL PIZZAS + GARLIC
BREAD & 1.25L DRINK**

DELIVERY OR PICK-UP

OFFER CODE: 904414

* Minimum delivery order \$22. Only available at selected stores. Expires 15-11-2019 Ts & Cs

ORDER NOW

3 LARGE TRADITIONAL OR VALUE PIZZAS + 3 SIDES

FROM \$38.95* DELIVERED

ORDER NOW > ENTER CODE: 904525

*Conditions apply. Choose from Large Value or Traditional Pizzas. SIDES TO CHOOSE FROM: 1.25L Drink, Garlic Bread, Cheesy Garlic Bread, BBQ Chicken Meatballs (15pk), Churros (4pk), Salted Caramel Chocolate Mousse, Mini Dutch Pancakes, Choc Lava Cake or Mini Choc Sundae. Selected stores only. Online only. Excludes New Yorker Range Pizzas. Premium pizzas and Vegan pizzas available for \$2.95 extra each. Vouchers do not apply to the \$3 surcharge for Extra Large pizzas.

- b. A cents-off deal seems to be also employed as Domino sells relatively cheap pizzas (\$5) called “value range”.

EVERY DAY VALUE RANGE PIZZAS OR SIDES

FROM \$5* EACH PICK UP

MAKE YOUR MONEY GO FURTHER

*Conditions apply. Selected stores only. 10% surcharge applies on Sundays. 15% surcharge applies on public holidays.

- c. Domino also sells an item that is available forever (limited time). For example: Domino currently sells heart-shaped lava cake for \$3.95 for limited time only.

Heart Shaped LAVA CAKE

FOR \$3.95* EACH

*Conditions apply. Limited time only.

2. From Pizza Hut

- a. Not unlike Domino, Pizza Hut also offer several price-pack/bonus-pack deals to the customer. For instance: 3 Large Pizzas + 3 Sides = \$36, Double Value Meal = \$30.95.



DOUBLE VALUE MEAL DELIVERED \$30.95



2x Large Pizzas + 1x Side + 1x 1.25L Drink for
\$30.95 Delivered

- b. Pizza Hut also have a cents-off deal type of promotion by selling relatively cheap pizzas (\$5) called “unreal!”.

That's
UNREAL!

\$5.00*
PICK UP

UPGRADE
TO LARGE **+\$2***

UNREAL HAWAIIAN MEDIUM PAN



1x Unreal Medium Pan Hawaiian, Americano or Margherita for only \$5 or +\$2 to upgrade to Unreal Large Pan Pizza