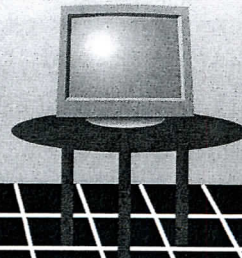
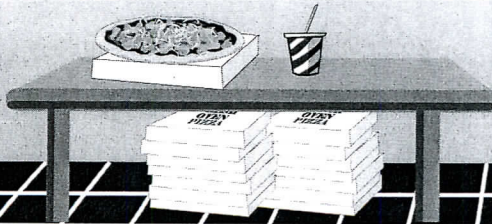
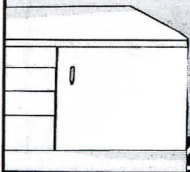
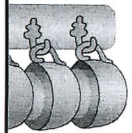


# Part 4: Design a Coupon Flyer

Approximate Completion Time: 2-3 hours



## Design a Coupon Flyer



### TASK AND PURPOSE:

To encourage restaurant patrons to return to Frillio's Pizza, Mr. Frillio would like you to design and create a flyer containing coupons that will be placed in a variety of areas throughout his restaurant including each dinner table, the checkout counter, and display boxes.

### OPTIONAL MATERIALS SUGGESTED:

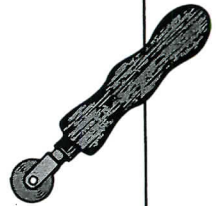
Colored paper.

### GETTING TO KNOW WHAT YOU'RE DESIGNING:

A flyer can take on a variety of formats, sizes, and designs. The purpose of a flyer is to communicate a message in a limited amount of space. Flyers can be used to announce events, advertise a product or service, or promote a cause. The primary objective of a flyer is to capture the reader's attention.

### STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR FLYER:

1. Since most readers tend to look at flyers as non-reading documents, keep text to a minimum. Do, however, provide enough information to keep the reader's attention.
2. Keep the number of typefaces (fonts) to a maximum of three.
3. When choosing graphics, it will be more effective to include one or two larger graphics than to clutter the page with numerous small graphics.
4. When creating the coupons, use a dotted-line border with a small graphic of scissors placed on one of the border sides to encourage customers to cut out and use the coupons.
5. Create a balanced and symmetrical look throughout the flyer by using the same size border for each of the four coupons you will be creating.
6. Obtain some samples of coupon flyers from your local newspaper and analyze them to help you design your own.
7. Use the document planning sheet to sketch a thumbnail design of your coupon flyer on paper first.



## Part 4 Continued - Coupon Flyer

### CONTENT AND INFORMATION TO INCLUDE ON YOUR COUPON FLYER:

1. A simple-to-read headline.

Examples: "Thank You for Dining at Frillio's"  
"Please Join Us Again"  
"Great Offers for Your Next Meal at Frillio's Pizza"

2. Include four cut-out style coupons, each containing the headline and subtext on the indicated coupon number shown below. Add one small graphic image to enhance the look and appeal of each coupon.

**Coupon #1:** *Headline:* FREE BEVERAGE

*Subtext:* Enjoy a FREE beverage with the purchase of one large pizza when you present this coupon.

**Coupon #2:** *Headline:* FREE MEDIUM PIZZA

*Subtext:* One FREE medium pizza when you order two large pizzas when you present this coupon.

**Coupon #3:** *Headline:* SAVE \$5

*Subtext:* Take \$5 off of the total of your next meal or takeout order when you present this coupon.  
Good on orders of \$20 or more.

**Coupon #4:** *Headline:* FREE APPETIZER

*Subtext:* Get one FREE appetizer with the purchase of any Frillio's sandwich when you present this coupon.

3. Using a small type size, add the text "Limit: one coupon per party" to each of the four coupons shown above.
4. Add an expiration date to each of the four coupons.
5. Include the Frillo's Pizza logo and the following contact information on the flyer:

Address: 111 Pepperoni Drive, Saucy, CA 92888  
Phone Number: 1-888-FRILLIO  
Web site: <http://www.frilliospizza.com>  
E-mail: [Owner@FrilliosPizza.com](mailto:Owner@FrilliosPizza.com)

6. Include the Frillio's Pizza hours of operation which are:

Mon - Thurs 11 am - 9 pm  
Fri, Sat, & Sun 11 am - 10 pm

7. Add the text "We Deliver Every Day and Night of the Week" to the flyer.



## Part 4 Continued - Coupon Flyer

8. Add additional text or graphic images that will help make the coupon flyer achieve the objective of getting customers to return to Frillio's Pizza.
9. Place your name, the document title, and "Part 4" on the flyer.

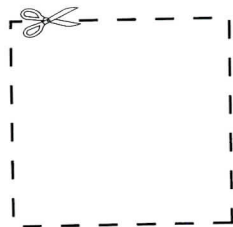
Save the document as: Part 4 Coupon Flyer

### Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

## COUPON FLYER PAGE SETUP INSTRUCTIONS:

**# of pages:** 1  
**Dimensions:** 8.5 x 11 inches  
**Margins:** 1 inch on all sides  
**Orientation:** Portrait (Tall)



To make the coupons for your flyer, use a dotted-line border and a graphic image of scissors

