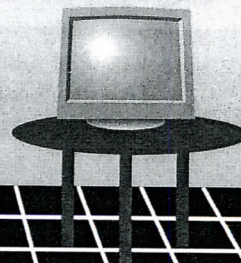
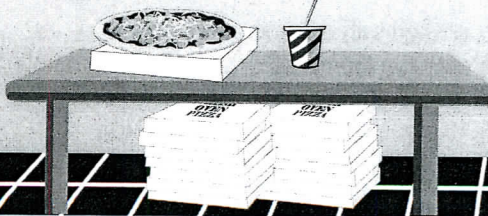
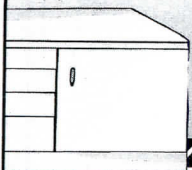
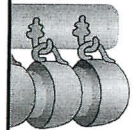


Part II: Create a "Pizza Club" Promotional Punch Card

Approximate Completion Time: 1 - 2 hours



Create a "Pizza Club" Promotional Punch Card



TASK AND PURPOSE:

To create a promotional punch card to encourage customers to return to Frillio's Pizza and to thank customers for their loyalty. The promotion is called the "Pizza Club" and here's how it works:

The punch card will contain five small symbols (to be selected by you) printed on it. Every Frillio's Pizza customer will be given one "Pizza Club" punch card. Each time a customer dines at Frillio's Pizza, or orders takeout, one of the symbols on the punch card will be hole-punched. When a customer's "Pizza Club" card has all five symbols punched out, he or she earns one free large pizza or another menu item of equal or lesser value.

OPTIONAL MATERIALS SUGGESTED:

Cardstock paper.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

Businesses often use special promotions to encourage repeat business and to build customer loyalty. To illustrate this concept, think of an airline company. Airlines often offer its passengers "frequent flyer miles." The passenger receives additional free miles each time he or she flies with the same airline company. Similarly, a retail store may present customers with a "10% off card" to promote a special sales event.

In this case, the promotional document you will create is a "Pizza Club Card" to encourage customers to return to Frillio's Pizza.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR PIZZA CLUB PROMOTIONAL PUNCH CARD:

1. Use a lottery ticket as a guide to help you lay out your punch card.
2. To get an idea about what size to make the item to be punched on the pizza club card, use a hole puncher and punch several holes out on a sheet of paper.
3. Be sure the item you select to be "punched" displays large enough to be seen and punched.
4. Consider framing in the items to be punched with a bordered box.
5. Use the document planning sheet to sketch a thumbnail design of your promotional punch card on paper first.



Part II Continued - Promotional Punch Card

CONTENT AND INFORMATION TO INCLUDE ON YOUR PIZZA CLUB PROMOTIONAL PUNCH CARD:

1. Select a graphic image that will represent the symbol that will be punched on the card. This graphic image will be repeated five times on the promotional punch cards. Possibilities include a slice of pizza, a pizza pan, a pizza cutter and so on. Arrange these items next to each other horizontally near the bottom of the Pizza Club Card. The distance between each image should be equal.
2. Place a headline on the top center of the card that reads "Pizza Club Card."
3. Include the Frillio's Pizza logo.
4. Place the following text just below the headline area:

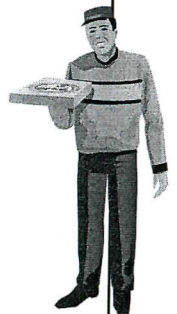
"Get five (the symbol you selected) punched and earn one FREE large pizza or another menu item of equal or lesser value."
5. Using a smaller type size than you did in step 4 above, include the following text just below the area where you placed the text from step 4 above:

"Here's How The Pizza Club Card Works: Each time you dine in, takeout, or order delivery, just present this card to any employee and get one (the symbol you selected) punched. When all five (your symbol) are punched, return your card for a free large pizza or another menu item of equal or lesser value."
6. Add additional text and/or graphic images you feel will make the promotional punch card look creative and professional. Use caution: Space is limited. You already have five graphic images that represent the symbols to be punched.
7. Place your name, the document title, and "Part 11" on the reverse side of your promotional punch card.

Save the document as: Part 11 Punch Card

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.



PIZZA CLUB PROMOTIONAL PUNCH CARD PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
Dimensions: 8.5 x 11 inches
Margins: 1 inch all sides
Orientation: Tall (Portrait)
Other: Create a border measuring 5 inches wide by 4 inches tall. Place the contents of the punch card within this border. Use scissors to trim around the edges of the punch card border.

