

Success Story



Loyalty Card Campaign
Provides Customer Rewards
and Increased Store Sales



THE CLIENT

Flash Foods, Inc., based in Waycross, Georgia, operates over 170 convenience stores in Georgia and Florida.

THE CHALLENGE

Flash Foods challenged GSP to develop a new POP campaign for their loyalty card program that would entice more customers to sign up, and also entice existing cardholders to use the card more frequently for gas and store purchases. The loyalty cards not only provide customer incentives, they are also advantageous to Flash Foods since the stores don't have to pay credit card processing fees on their own loyalty cards.

THE SOLUTION

GSP's new creative campaign "Save Big Fill the Pig" created a buzz and generated new interest in the GOBlue card. The customer saves money and earns rewards every time they use it, creating a more loyal customer for Flash Foods. The stores end up with more traffic and sales, and less credit card fees. Win win for both the store customers and Flash Foods.

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LIMITED TIME ONLY!
May 30 - July 4

10¢ OFF PER GALLON

SAVE BIG FILL THE PIG

DOUBLE YOUR FUEL REWARD

EARN 2% Flash Cash
Towards in-store purchases when you use Rewards in a Flash or GOBLUE

PLUS... SAVE 5¢ Per Gallon Instant Savings
On your fuel purchases when you use GOBLUE

Every time you shop at **Flash Foods**

* Flash Cash is accrued on Food & Merchandise Purchases Only. Exclusions Apply. Flash Cash can be redeemed on fuel purchases.

PLUS... SAVE 10¢ Per Gallon Instant Savings

On your fuel purchases when you use GOBLUE

Water Gallons
2/\$2
Single Purchase \$1.29

Ice Cream Sandwiches
Buy Two, Get One FREE
Single Purchase \$1.29

LIMIT 3 Deals Per Visit

Buy 10 Get 1 FREE

Beverage Club
This includes bottles for Coffee & Espresso Only

SAVE BIG FILL THE PIG

ONLY WITH

Flash GOBLUE

www.flashfoods.com

“Communication with your customer is the key to any successful loyalty program and GSP has been instrumental in providing a clear and impactful message to our customers,” said Jeannie Amerson, Flash Foods Advertising and Loyalty Manager.

“The number of ‘Rewards In A Flash’ cardholders as well as pump and store traffic have all increased since this campaign has been in place. GSP has helped us educate our customers, who are now earning more rewards and saving money with each purchase. We look forward to a continued partnership with GSP.”