

# Domino's & a DVD Gift Card



## Industry Information:

- Domino's Pizza is the recognized world leader in pizza delivery with over 4800 locations.
- DVD movies account for over 60% of the Hollywood studios overall revenues.
- Domino's delivered 400 million pizzas last year... that's a pizza (and a slice) for every man, woman and child in the USA.
- Since the format's launch in 1997, over one hundred million DVD players have been sold to U.S. consumers to date.
- Each man, woman and child in America eats an average of 46 slices (23 pounds) of pizza a year!

## Description:

Custom branded for your organization, a Domino's and a DVD Gift Card awards the Gift Card recipient a free DVD movie of their choice from a large selection of classic, comedy, action, adventure, romance and Academy Award winning movie titles AND a Domino's Pizza Gift Certificate good for a large one topping pizza and a two liter beverage.

## Domino's and a DVD Gift Card:



Each Domino's and a DVD Gift Card will be branded with your company's logo and a message tailored to your customer. Every Domino's and a DVD Gift Card awards your customer a gift by simply dropping the gift redemption card in the mail. There is absolutely no cost to your customer for the gift, the shipping of the gift or even the postage on the gift redemption card. Domino's and a DVD Gift Card are simple, effective and easy for your team to deploy.

- Fully unfolded 6" wide x 12" tall
- Folded, the Gift Card is 6" wide and 4" tall
- Hi gloss and coated for the highest level of professionalism and presentation
- Includes a selection of gift cards from which a person may choose
- Includes business reply mail

## Services provided with Domino's and a DVD Gift Card program:

The program is all-inclusive and turnkey

- Licensing Approvals for all marketing collateral
- Graphics creation and printing of Domino's and a DVD Gift Card
- Shipping of finished Domino's and a DVD Gift Card
- Gift Redemption Card business reply mail (prepaid postage) for the recipient
- Redemption Card data entry and results tracking
- Gift sourcing, inventorying and fulfillment, including shipping and handling charges
- Licensing rights and image usage approval for signage, ads, mailings and other displays
- Handling of any customer service issues that may arise