



## Design a Briton Bucks promotion to suit your needs!

- Build customer loyalty with semester-long/everyday specials
- Drive student business during your off-peak periods or to move excess inventory
- Use a time-sensitive promotion to introduce a new product or service
- Incent more than one student to visit at a time with a group special

Initiative	Description	Timeframe	Marketing
Featured Restaurant	Deep discount (20-25% off) for a two week period	Two week period	Dedicated Email Promoted via albion1card.com (savings page & newsbox)
One Time Offers	Limited time offers or one time use savings opportunities to students who pay with Briton Bucks. Offers include free menu item with purchase, BOGO's, percentage off or dollar discounts	Two week minimum	Promoted via albion1card.com (savings page & newsbox) and cardholder email
Ongoing Offers	Semester long savings opportunities to students who pay with Briton Bucks. Offers include free menu items with purchase, BOGO's, % off or dollar discounts	All Semester Long	Also promoted via albion1card.com (savings page and newsbox)

Marketing exposure for your promotion is included at no incremental cost to you.



**To Learn More:**  
Email us at [CampusImpact@blackboard.com](mailto:CampusImpact@blackboard.com)  
to get your promotion started



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