

mm

marketing news

March 2017

NEW! TAQUITO STUFFED CRUST

GODFATHER'S PIZZA • MAY/JUNE 2017 PROMOTIONS



MAY & JUNE FEATURE PROMOTIONS

Introducing the new Taquito Stuffed Crust—our golden crust stuffed with the popular Mexican snack...the taquito...a flour tortilla rolled around a meat and cheese filling. The **May/June feature promotion** is the Taco Feast – a medium taco pie, a medium one-topping pizza, and cinnamon streusel for a price point. And the upsell is a Taquito Stuffed Crust for \$x more. In addition, you will have the normal upsell to large pies. We are recommending you set this up as a crust-type, similar to the Mozza-Loaded Crust thus making the upsell available for all medium or large pie orders. This will be a limited time offer. Non-traditional operators can do this promotion featuring the large only.

A NEW TWIST ON AN OLD FAVORITE

GET OUR TACO FEAST
A MEDIUM TACO PIE, ANY MEDIUM 1-TOPPING PIZZA AND CINNAMON STREUSEL

\$00.00 Make 'Em Larges for \$0 More!

LIMITED TIME OFFER

NEW! TAQUITO STUFFED CRUST FOR ONLY \$0.00 MORE

Godfather's Pizza See what's new, follow us [f](#) [t](#) [i](#) [g+](#) [p](#)

Godfather's Pizza

25% Off

YOUR NEXT ONLINE ORDER

Check out our **NEW!** website and get **25% OFF** your next online order when you create an account. Already have an account? No problem! Just sign in to receive your discount.

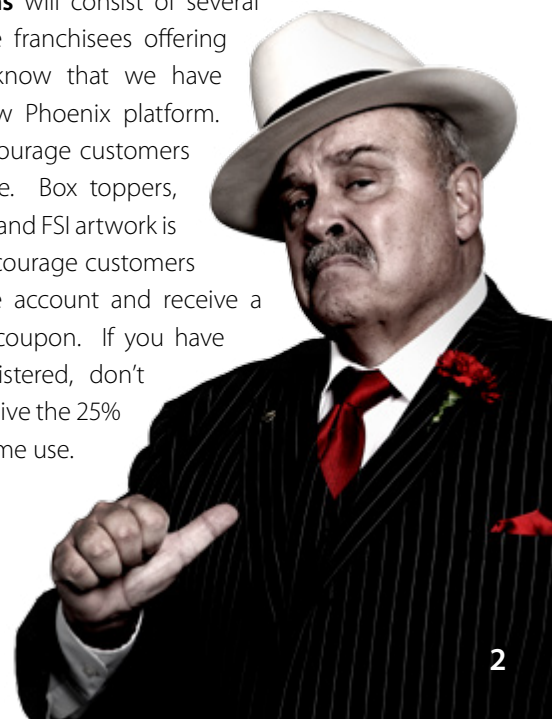
*Offer valid at participating locations only. Not combinable with Value Deals or other coupons.

GODFATHERS.COM

12345 Street Addr | City, ST 000.000.0000 **1-800-448-3000** See what's new, follow us [f](#) [t](#) [i](#) [g+](#) [p](#)

Coupons require calorie declarations. Please contact your Marketing Manager for details.	Coupons require calorie declarations. Please contact your Marketing Manager for details.	Coupons require calorie declarations. Please contact your Marketing Manager for details.
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Secondary promotions will consist of several options. First, for those franchisees offering online ordering, you know that we have transitioned to the new Phoenix platform. Now is the time to encourage customers to try out the new site. Box toppers, Facebook visuals, eClub and FSI artwork is being developed to encourage customers to create a new online account and receive a 25% off one-time use coupon. If you have customers already registered, don't worry, they can also receive the 25% off discount for a one-time use.



Remember that box toppers for the feature promotions are available in addition to Facebook images of all feature promotions — just contact your Marketing Manager.

MAY & JUNE CONT.

FEATURE PROMOTIONS

Summertime is buffet time. Another secondary promotion aims to drive buffet traffic by offering the **Mini Mob Kids Card**. Kids under (you choose the age) can enjoy buffet for a discounted price with the purchase of an adult buffet at regular price. (For example, kids under 10 years of age eat for \$1.99 with the purchase of an adult buffet).

When kids come into the store your crew gives them the **Mini Mob Kids Card** and their first punch. Kids will receive a free Monkey

Bread at their 4th visit and a free Mini Mob wrist band at their 8th visit. The card must be filled by August 31st. This date was chosen to coincide with most kids going back to school.

The wrist band allows that child to extend the deal (eating for \$1.99, for example) for the remainder of the year by simply wearing their wrist band into the store and purchasing an adult buffet. This will encourage repeat business throughout the fall.

Non-Traditional Promotion

We realize the *non-traditional* venue often doesn't lend itself to longer term promotions. And for that reason, we've developed a Deals of the Day campaign. It's a modular campaign designed to give you flexibility. You can do one day, all days or as many as you want. Choose one of the following promotions each day.

★ Deals OF THE Day ★
WE'VE GOT GREAT DEALS GOING ON FOR YOU EVERY DAY!

MANIC MONDAY
Mini 1-Topping Pizza and a 00 oz. Fountain Drink
000-000 cal per slice, 4 slices
000-000 cal per 00 oz.
\$00.00

TOP IT TUESDAY
Get a Mini Specialty Pizza (up to 4-Toppings)
000-000 cal per slice, 4 slices
\$00.00

WOOHOO WEDNESDAY
Buy a Mini 2-Topping Pizza, Get Free Breadsticks
000-000 cal per slice, 4 slices
000-000 cal per piece, 0 pieces
\$00.00

THANK YOU THURSDAY
Buy a Mini Specialty Pizza. Get a Free Side the following Monday - Wednesday
000-000 cal per slice, 4 slices
000-000 cal
\$00.00

FREE PIZZA FRIDAY
Buy One Mini Pizza at Menu Price, Get One of Equal or Lesser Value Free!
000-000 cal per slice, 4 slices
000-000 cal per slice, 4 slices
\$00.00

Manic Monday

- Large 1-Topping Pizza and a 2-Liter - \$X
- Mini 1-Topping Pizza and a drink - \$X
- 1-Topping Slice and a drink - \$X

Top It Tuesday

- Get a Large Specialty Pizza (or up to 4 Toppings) - \$X
- Get a Mini Specialty Pizza (or up to 4 Toppings) - \$X
- Get a Specialty Slice (or up to 4 Toppings) - \$X

Woohoo Wednesday

- FREE Order of Breadsticks when you buy a Large 2-Topping Pizza
- FREE Order of Breadsticks when you buy a Mini 2-Topping Pizza
- FREE Order of Breadsticks when you buy a 2-Topping Pizza Slice

Thank You Thursday

- Buy a Large Specialty Pizza on Thursday, get a FREE side the following Monday - Wednesday
- Buy a Mini Specialty Pizza on Thursday, get a FREE side the following Monday - Wednesday
- Buy a Specialty Slice on Thursday, get a FREE side the following Monday - Wednesday

Free Pizza Friday

- Buy a Large Pizza at Menu Price, get a FREE Large 1-Topper
- Buy a Mini Pizza at Menu Price, get one of equal or lesser value FREE
- Buy a Slice at Menu Price, get one of equal or lesser value FREE



Orders for the May/June promotions need to be placed online via the Vault **no later than Wednesday, March 22nd**. FSI orders and artwork are due to Printco Graphics for the May 2017 inserts **no later than Friday, March 20th**. The due date for June FSIs is April 19th.



Pre-Planning for May & June

Please review the attached LSM Idea Guide for the May and June time periods and begin to pre-plan your activities for this period. The major holidays or events that fall in this period are Graduation, Mother's Day (5/14), Memorial Day (5/29), Father's Day (6/18), Baseball and National Dairy Month.

The Idea Guide includes many suggestions to use for your local store marketing activities, as well as social media idea starters, seasonal POP and some highlighted items from the Online Supply Center.

Note from Procurement

The upcoming **May/June promotions** will include a new item to the system. The upsell of getting a Taquito Stuffed Crust will require El Monterey Beef & Cheese Flour Taquitos, Manufacturer #40505. Your distributor will be able to order the Taquitos from DOT Foods as a special order. The cost through the distributor will be approximately \$25.60 and yield approximately 19 medium pizzas or 15 larges.

Your distributor will need plenty of advance notice to bring these in as they require a 3-4 week lead time to bring in as a special order. These Taquitos are also available in local grocery stores in a retail pack, although the retail pack will only yield 3 large pizzas and about 3.5 medium pizzas. **Please note: it's important to purchase the flour taquitos NOT the corn taquitos.**

New Online Ordering Platform

When a customer visits godfathers.com, they are looking to order pizza 90% of the time. The other 10% of the visits are spent performing a variety of actions like locating a store, submitting a customer service inquiry, looking for franchise information, etc. With this in mind, GPI decided to create a new website focused on improving customers' ordering experiences.

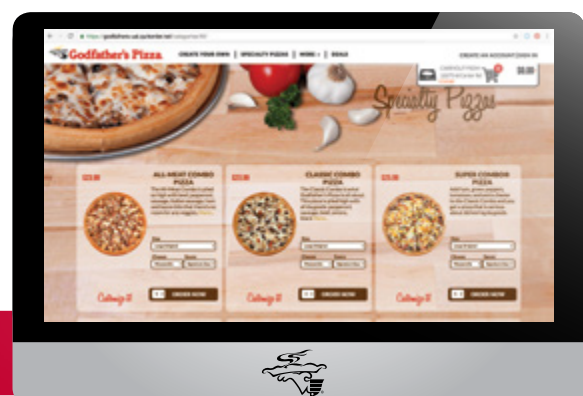
Last year, we entered into an agreement with QuikOrder to develop the new site. To streamline the ordering process, the two websites that exist today (godfathers.com and godfathers.quickorder.net) were taken off-line to make way for the new site. The URL will remain godfathers.com.

If you do not participate in online ordering, your store information will still be on the new site. But, you should consider taking your store online. According to Pizza Marketplace, "Online ordering has grown exponentially in recent years as consumers increasingly turn to their mobile devices and computers for quick, convenient order placing. Larger chains are starting to see digital sales reach 40-plus percent and are pushing the ever-changing platform through various promotions."

The new godfathers.com boasts improved features like:

- It is responsive, meaning the site scales to make ordering easy on all devices.
- A visualizer so customers can see their pizza being built.
- It reduces the number of pages a customer visits, with enhanced product tiles that allow them to make selection decisions like size, crust-type and quantity in one location.

The new site sets the foundation for GPI to be able to enhance our customer experience in the future. In fact, there are many enhancements already being developed. If you have any questions about the site, please contact your Marketing Manager.



THE *New* GODFATHERS.COM



Menu Labeling Update

Thank you to all franchisees who have submitted their menu labeled order forms. There are still a few remaining locations who have yet to turn in their information. We have heard that some franchisees still think that if they only have one location menu labeling doesn't apply to them. It does because you are all part of a larger organization.

We've also heard that if the Affordable Care Act is repealed that Menu Labeling will be repealed. In fact, the latest word is that even if the ACA is repealed that menu labeling will survive. And the May 5th compliance date is looming.

All menu labeling projects must go through the Godfather's Pizza Marketing Department as we are the ones that have the accurate calorie and full nutritional information for all products.

Advertising that does not fall within the 60-day limited time offer, must also comply with the requirements of the Menu Labeling law. If your marketing contains a name of a menu item or an image, a price point and a way for a customer to make an ordering decision from viewing the marketing (meaning it contains a phone number or web address), it, too, must contain the proper calorie information in the proper format. By proper format, the calories must be in a type size that's the same size as whichever is smaller – the name of the menu item or the price point. Plus, it must be in the same color or a color as conspicuous and the background must be contrasting, too.

Needless to say if you haven't started thinking about some of these elements, you're probably already behind the eight-ball. *Contact your marketing manager to review.*

<p>Jumbo 1-Topping Pizza 000-000 cal per slice, 12 slices</p> <p>FOR ONLY \$17⁹⁹</p> <p>Offer Code: 4933 </p> <p><small>Present coupon when ordering. Valid at participating locations. Not valid with any other offers or coupons. Delivery extra. Minimum delivery order required. Limited delivery times and areas. Sales tax not included. Expires 00/00/00.</small></p>	<p>Jumbo Specialty Pizza 000-000 cal per slice, 12 slices</p> <p>FOR ONLY \$23⁹⁹</p> <p>Offer Code: 1934 </p> <p><small>Present coupon when ordering. Valid at participating locations. Not valid with any other offers or coupons. Delivery extra. Minimum delivery order required. Limited delivery times and areas. Sales tax not included. Expires 00/00/00.</small></p>	<p>Large 2-Topping Pizza & One Side 000-000 cal per slice, 10 slices adds 000-0000</p> <p>\$18⁹⁹</p> <p></p> <p><small>Present coupon when ordering. Valid at participating locations. Not valid with any other offers or coupons. Delivery extra. Minimum delivery order required. Limited delivery times and areas. Sales tax not included. Expires 00/00/00.</small></p>
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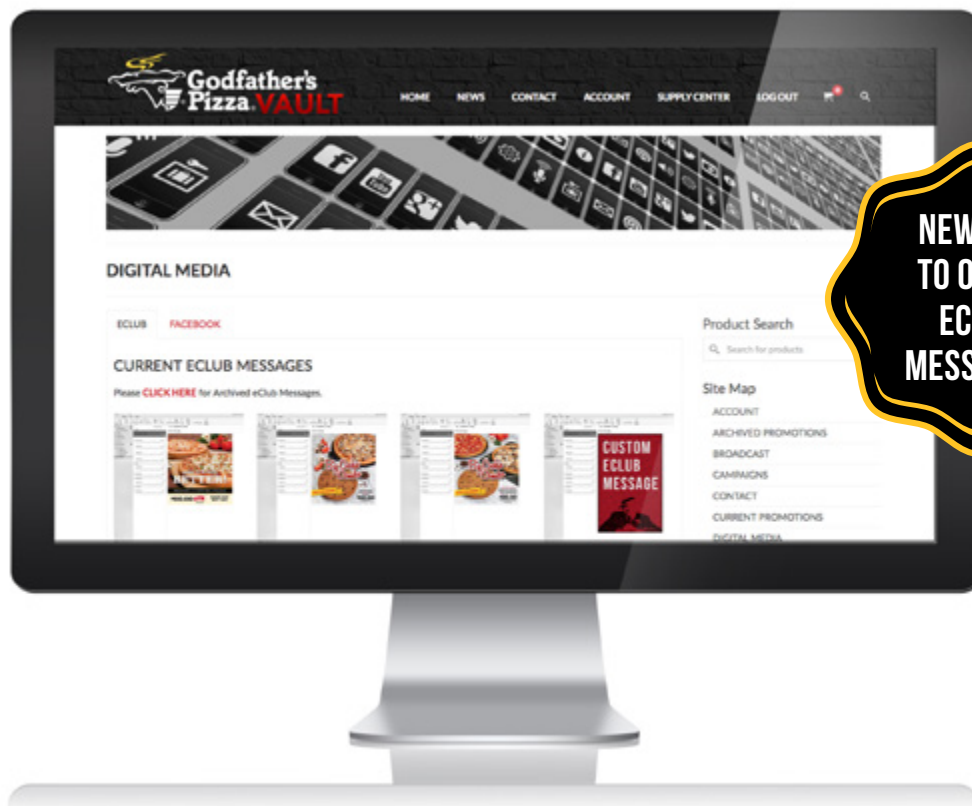
Examples of Menu-labeled Compliant Coupons. Exact calories will vary depending upon location's crusts offerings.

eClub Works!

The Godfather's eClub is an effective, easy way to connect with your most loyal of customers. For only **\$5 per month** per location, you can send unlimited emails to your customers who have joined the eClub.

And it works! Last month for National Pizza Day, corporate stores ran a one day special of \$5 Medium 1-Topping Pizzas. It was advertised only with eClub and minimal Facebook advertising. This one day special generated \$770 more per store! When we looked at the prior Thursday's sales, which were probably going to be flat, this one-day only special drove incremental sales. The marketing cost? **Only \$5!**

It's easy to get started. Just let your marketing manager know you're interested and we can have your store signed up the same day. Order your eClub entry box and entry slips, position it where customers will see it and you're in business.



For those franchisees already utilizing the Godfather's eClub, it's now easier than ever to order your eClub messages. Just log on to the Vault, go to Digital Media. There you will find a tab for eClub and a tab for Facebook. If there are no current promotions, just click on the archived ones.

2017

May

AND

June

LSM IDEAS

CINCO DE MAYO • GRADUATIONS • MOTHER'S DAY • NATIONAL PIZZA PARTY DAY
MEMORIAL DAY • NATIONAL CHEESE DAY • FATHER'S DAY

Godfather's Pizza
A NEW TWIST ON AN OLD FAVORITE

GET OUR TACO FEAST
A MEDIUM TACO PIE, ANY MEDIUM 1-TOPPING PIZZA
AND CINNAMON STREUSEL
\$00.00
Make 'Em Larges for \$0 More!

NEW! TAQUITO STUFFED CRUST
FOR ONLY \$0.00 MORE LIMITED TIME OFFER

1234 St. Address • City, ST
000.000.0000
Order Online at Godfathers.com

See what's new, follow us
f t i g+ p

Coupons require calorie declarations. Please contact your Marketing Manager for details.

Coupons require calorie declarations. Please contact your Marketing Manager for details.

25% Off

YOUR NEXT ONLINE ORDER

Check out our NEW website and get 25% OFF your next online order when you create an account. Already have an account? No problem! Just sign in to receive your discount.
GODFATHERS.COM

*Offer valid at participating locations only. Not combinable with Value Deals or other coupons.

Godfather's Pizza

1234 St. Address • City, ST
000.000.0000

See what's new, follow us
f t i g+ p

Coupons require calorie declarations. Please contact your Marketing Manager for details.

Coupons require calorie declarations. Please contact your Marketing Manager for details.

MINI MOB JOIN THE MOB OF KIDS WHO LOVE OUR PIZZA!

If you're X and under, you can enjoy our all-you-can-eat buffet for only \$X*.
See crew for details.

EARN FREE STUFF

*WITH THE PURCHASE OF AN ADULT BUFFET AT REGULAR MENU PRICE.

Godfather's Pizza

1234 St. Address • City, ST
000.000.0000
Order Online at Godfathers.com

See what's new, follow us
f t i g+ p

Coupons require calorie declarations. Please contact your Marketing Manager for details.

Coupons require calorie declarations. Please contact your Marketing Manager for details.

Traditional

Godfather's Pizza EXPRESS

A NEW TWIST ON AN OLD FAVORITE

GET OUR TACO FEAST
A LARGE TACO PIE AND CINNAMON STREUSEL
\$00.00

NEW! TAQUITO STUFFED CRUST
FOR ONLY \$0.00 MORE LIMITED TIME OFFER

1234 St. Address • City, ST
000.000.0000

See what's new, follow us
f t i g+ p

Coupons require calorie declarations. Please contact your Marketing Manager for details.

Coupons require calorie declarations. Please contact your Marketing Manager for details.

Godfather's Pizza EXPRESS

★ Deals OF THE DAY ★
WE'VE GOT GREAT DEALS GOING ON FOR YOU EVERY DAY!

MONDAY Mini 1-Topping Pizza and a 10 oz. Fountain Drink (up to 4 Toppings)
000-000 cal per slice, 4 slices
000-000 cal per 10 oz.
\$00.00

TUESDAY Get a Mini Specialty Pizza (up to 4 Toppings)
000-000 cal per slice, 4 slices
\$00.00

WEDNESDAY Buy a Mini 2-Topping Pizza. Get Free Breadsticks
000-000 cal per slice, 4 slices
000-000 cal per piece, 8 pieces
\$00.00

THURSDAY Buy a Mini Specialty Pizza. Get a Free Side the following Monday - Wednesday
000-000 cal per slice, 4 slices
000-000 cal
\$00.00

FRIDAY Buy One Mini Pizza at Menu Price, Get One of Equal or Lesser Value Free!
000-000 cal per slice, 4 slices
000-000 cal per slice, 4 slices
\$00.00

1234 St. Address • City, ST
000.000.0000

See what's new, follow us
f t i g+ p

Coupons require calorie declarations. Please contact your Marketing Manager for details.

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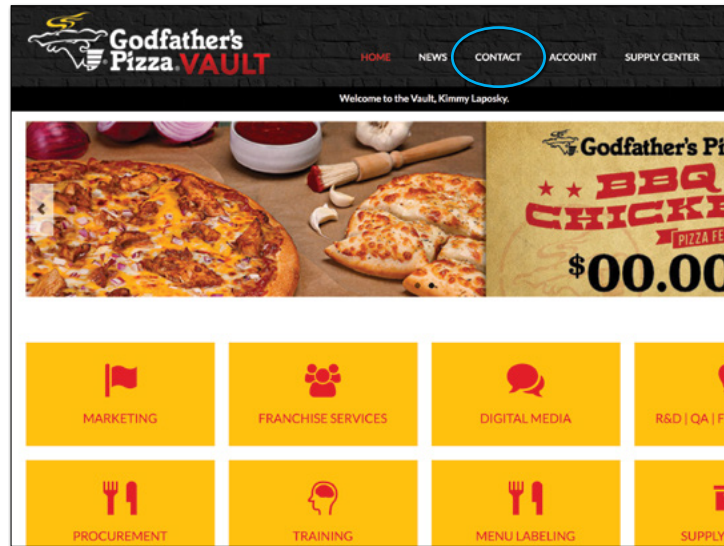
Non-Traditional

All of these boxtoppers are available for you to order. Contact your Marketing Manager for more information.

THE VAULT HIGHLIGHTS

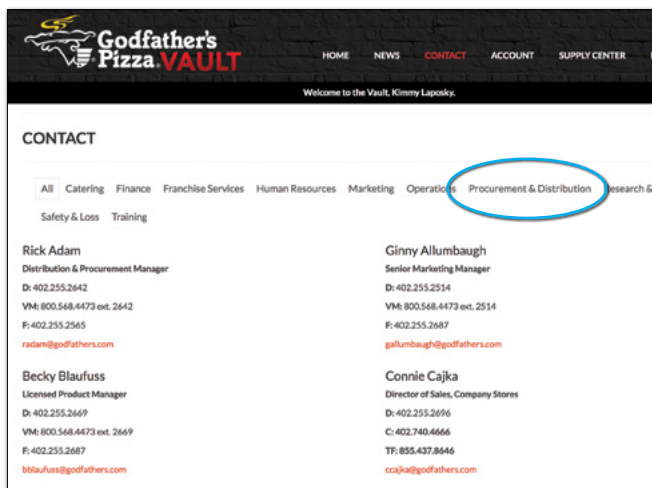
The Vault is the new franchise secure site. This is a newly designed web site to help franchisees in all aspects of the day-to-day running of your business. If you need a refresher course on how to access the Vault contact your marketing manager or email jsammons@godfathers.com for your login information.

In upcoming issues of the LSM Guide we will review different areas of the Vault so you can discover the tools available to you at the click of a mouse.



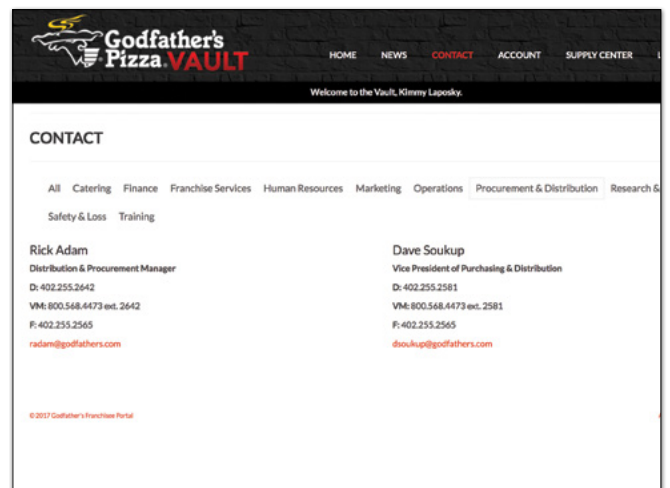
STEP ONE

Often we hear, "I don't know who to call?" Well we've taken away the guesswork. Click on the **Contact** link on the top navigation bar on the Vault's home page and you'll be taken to a list of corporate staff.



STEP TWO

You can click across the different department tabs to locate the area of specialization you require.



STEP THREE

The staff for each department is listed alphabetically. Each staff member's direct dial line is listed. No longer do you need to go through the switchboard, though that option is also listed. In addition, each staff's email address is included and will link to open an email window.

ECLUB/SOCIAL MEDIA IDEA STARTERS

MAY

National Bike Month: Invite the local safety council to conduct a bike safety clinic in your parking lot. Offer discounts to those in attendance.

National Blood Pressure Month: Invite the visiting nurses association to offer free blood pressure screening at your store.

National Hamburger Month: Promote our own Bacon Cheeseburger Pizza.

Older Americans Month: Offer our seniors a special early bird discount. Provide flyers to local assisted living, retirement communities.

National Salad Month: Promote your salad bar and offer a bundled pizza and side salad for a price.

Date Your Mate Month: Create a special date night special and communicate via social media or email.

Photo Month: Have people post on social media pictures of their Godfather's Pizza meals.

Barbeque Month: Promote our BBQ Bacon Cheeseburger Pizza on your buffet.

May 7 – 13th: National Hug Week

May 21 – 27th: National New Friends Week & Old Friends Week

May 1: May Day; Loyalty Day: impress upon your Facebook fans to show their loyalty to our brand; **New Home Owners Day; School Principals Day:** possible catering event.

May 2: Brothers & Sisters Day: have people post on Facebook nice comments about their brother/sisters; **National Teachers Day:** show appreciation to teachers by offering a discount.

May 3: Two Different Colored Shoes Day

May 4: Firefighters Day

May 5: Cinco de Mayo: promote specials on our Taco Pie

May 6: Kentucky Derby; Nurses Day; International No Diet Day; Beverage Day: offer free and/or discounted prices on soda; **No Homework Day; National Scrapbook Day:** contact your local scrapbooking store as they will be having lots of crafting parties and they always bring food in.

May 8: World Red Cross & Red Crescent Day: do a cross promotion with your local chapter of the American Red Cross; **No Socks Day:** if someone comes in and shows their 'no socks', give them a free soda/drink

May 10: Clean Up Your Room Day; School Nurses Day; Receptionists Day

May 11: Eat What You Want Day: do a Facebook posting asking people to post the oddest thing they've ever eaten.

May 12: International Nurses Day; Limerick Day: have people post 'clean' limericks on your Facebook page, best one wins a prize; **Child Care Provider Day; Military Spouse Appreciation Day**

May 14: Mother's Day: do a Mother's Day buffet, offer a carnation/rose to each mom.

May 15: Day of Families: promote family feasts; **National Chocolate Chip Day:** put out chocolate chip dessert streusel on the buffet and promote on social media; **Accountants Day**

May 16: Wear Purple for Peace Day: great for social media because those in the 'know' would get a special offer for wearing purple into your store this day.

May 18: No Dirty Dishes Day: says it all, eat out

May 19: Pizza Party Day – Person with the best reason why they like Godfather's Pizza gets a free pizza party for their family and friends.

May 20: Be a Millionaire Day: ask on social media, "what would you do with a million dollars; **Armed Forces Day**

May 24: Brothers Day – Take your brother out for Godfather's Pizza

May 26: National Cherry Dessert Day: promote cherry dessert

May 28: National Hamburger Day: promote our Bacon Cheeseburger Pizza; **Indianapolis 500; Neighbor Day**

May 29: Memorial Day

JUNE

National Dairy Month: the perfect opportunity to highlight the amount of cheese on our pizzas.

National Adopt-a-Cat Month: contact your local animal shelter and offer a bounce back coupon for those people who adopt a cat during the month.

National Accordion Awareness Month: offer a 'free medium pizza' for anyone who brings in their accordion and serenades the crew.

June 11 - 17: National Flag Week

June 4 - 10: Email Week: eClub members get a special offer.

June 1: International Children's Day; Dare Day; Flip a Coin Day: offer a free soda for people who flip a coin and it lands face up.

June 2: National Leave the Office Early Day – and bring home a pizza for your family.

June 4: National Cheese Day: promote our cheese pizza or cheesesticks; **Cancer Survivor Day**

June 5: World Environment Day

June 6: National Yo-Yo Day: you can contact Ideal Images and source an inexpensive yo-yo to give out to your customers, young and old.

June 8: Best Friends Day: offer a special buffet discount if someone comes in with their BFF; **Upsy Daisy Day:** ask customers on social media to tell us about a positive thing that happened to them today.

June 10: Iced Tea Day

June 12: Red Rose Day: give out roses to your female customers and make it an unadvertised event to surprise and delight your customers

June 13: Blame Someone Else Day

June 14: Flag Day: do you have an opportunity to display the American flag at your store? How about giving away mini flags or flag pins with each order; **World Blood Donor Day**

June 15: Smile Power Day

June 17: Eat Your Veggies Day: make it easy with our Veggie Pie

June 18: Father's Day: offer a discount on buffet to father's who dine in; **National Splurge Day:** encourage your loyal fans to splurge on an extra goeey dessert or scrumptious Italian Monkey Bread

June 20: First Day of Summer: encourage your friends on Facebook to post their favorite things about summer

June 23: National Pink Day: offer a discount for those dressed in pink

June 24: Take Your Dog to Work Day

June 26: Forgiveness Day; Beauticians Day

June 27: Take Your Kids to Work Day

June 29: Hug Holiday; National Hand Shake Day

June 30: Social Media Day: special offers for social media users

FEATURED FACEBOOK POSTINGS

There is a new way to access our recommended Facebook posts for **May/June**.

How to Join Get Social on Facebook

There are a few ways to join the private Get Social group on Facebook. This is the group that shares resources, feedback and content for individuals interested in learning more about social media or who run their own social media business pages.

Joining by Direct Invite

1. Send an email to socialmedia@godfathers.com requesting to be added to the Get Social group. Be sure to include the email address you use to access Facebook.
2. Digital Media will add the email address provided to initiate an invitation to join the group.
3. You will need to accept the group invitation request by responding to the notification or notification email.
4. If you can't find the notification or do not receive notification emails, click to the home page, find the "Like Pages" button on the left hand menu and then click "Invites." It will display the invites you have and you should be able to accept the invitation to join the group.
5. If this method isn't successful, proceed to the second way to join – by Search & Request.

Joining by Search & Request

1. Search and request to be friends with this profile:
<https://www.facebook.com/cassandraloseke>
2. Digital Media will add your name to receive an invite to join the Get Social group.
3. You will need to accept the group invite request by responding to the notification or notification email.
4. If you can't find the notification or do not receive notification emails, click to the home page, find the "Like Pages" button on the left hand menu and then click "invites." It will display the invites extended and you should be able to accept the invitation to join the group.

If you have questions on how any of this works, please contact SocialMedia@godfathers.com.



How to receive notifications from the Get Social group

We recommend adjusting your personal notification settings for the group. You can do this with the following 3 steps:

1. After accepting the invitation and joining the Get Social group, navigate to the page.
2. Click the button on the top-right of the Facebook cover photo that says "Notifications."
3. Choose the notification setting you'd like to see (All Posts, Highlights, Friends' Posts, Off).

Note: By selecting Off, you will not receive notification alerts or emails, but you will see a notification flag on the left column under the group name when in the News Feed view. We recommend you select "All Posts" so you don't miss out on any conversations, posts or images in Get Social.

FEATURED SUPPLY CENTER ITEMS

*These items can be ordered through the Online Supply Center.



Aluminum Sports Bottle

25 oz. Aluminium Sports Bottle, single wall construction, twist-on lid, center rubberized grip.

Your Price: \$4.50

Item #: GP-305



Tri-Fold Towel

100% sheared cotton terry. Tri-fold with center brass-colored grommet and hook. Dobby border hem.

Your Price: \$9.00

Item #: GP-306_D



LIMITED SUPPLY!

Roll Tape

Godfather's Pizza Roll Tape. Use with the tape dispenser, item GPI-2029.

Your Price: \$6.00

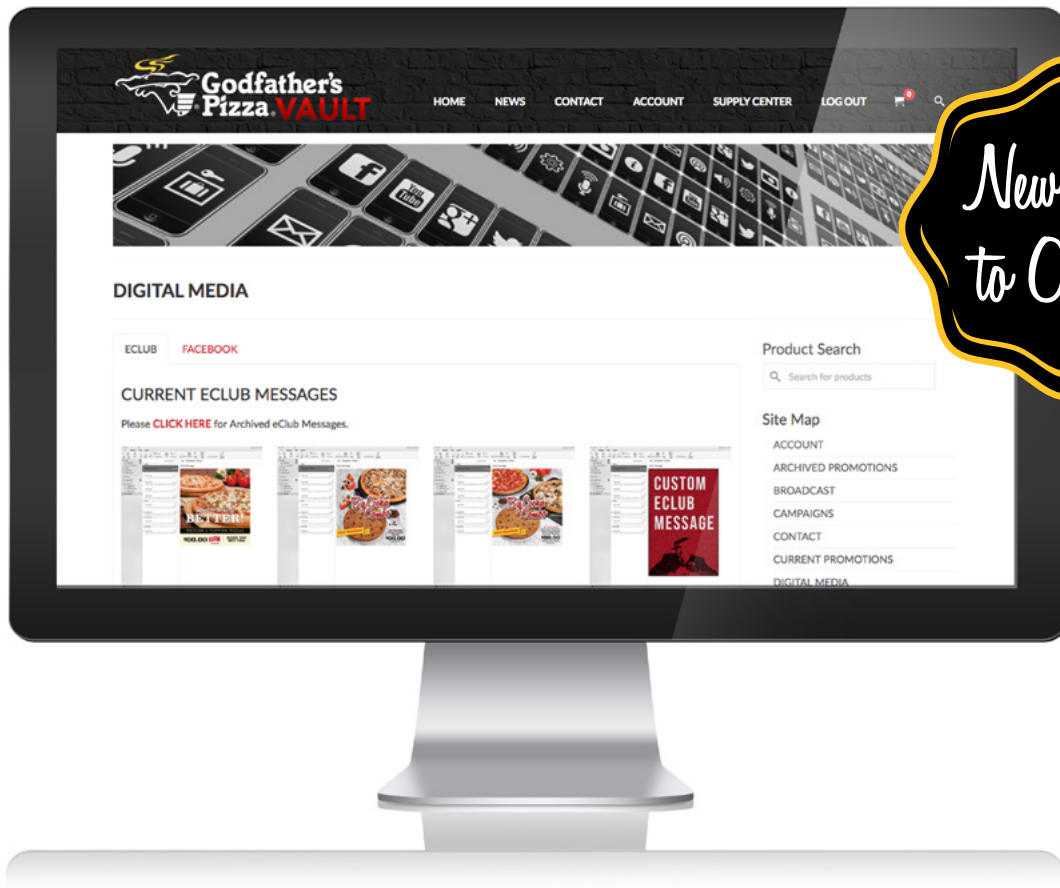
Item #: GPI-2028_D

FEATURED ECLUB EMAILS

NEW

Important changes for ordering eClub messages!

Only \$5 a month per location.



GPI Marketing creates custom, image-driven emails to make promotional messages appealing to customers. The majority of operators who use the Godfather's Pizza eClub program to market to their most loyal customers are utilizing GPI Marketing's Digital Media Department to push out those messages. Now there's a new way to order these messages!

With the launch of the new secure site, The Vault, franchisees have a new way to order eClub messages. Instead of ordering one month at a time, franchisees will now order eClub messaging two months at a time. **For 2017 and beyond, this means all eClub orders must be placed by the POP order deadline using The Vault.**

Franchisees will continue to receive an email from GPI Marketing with the POP and digital media order deadline every two months as promotions change. Follow-up reminders will also be sent closer to the order deadline. Digital Media will continue to gather the necessary graphics, create the emails and schedule for distribution.

IMPORTANT

CHANGES TO REMEMBER

New Way to Order:

You must use The Vault to place all eClub orders – two months at a time – by the POP order deadline.

New Deadline:

The POP order deadline which includes eClub & Facebook for May/June is March 22, 2017.