

PRESS RELEASE

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Quince provides instore promotion for Holland Casino restaurants

Holland Casino wants to create awareness among new and existing customers about the casino restaurants and the food and drinks served at the bar. The aim is to generate traffic to the restaurants and give each restaurant a face by means of instore communication.

To make this happen, Quince has developed several means for POS-communication. Among them a bar menu card and a localized menu card for the restaurants.

Each restaurant has its own Chef. On several displays, business cards and other means the Chef personally invites the guests to dinner and offers them a special Summer menu. This way the customers are shown that each restaurant is special, with quality guaranteed by the Chef.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

Contact : Ben Steenstra
Phone : +31(0)20 34 71 000
E-mail : ben@quince.nl
Website : <http://www.quince.nl>