



## Case Study: Brandwich Diet Coke Program

### Objective:

To promote the Diet Coke brand and develop consumer goodwill in a psychographically targeted point of purchase program.

### Markets:

Boston, New York & Philadelphia

### Solution:

A Brandwich sandwich wrap program at Brandwich network locations that focus on healthy food choices!

### Program Details:

Brandwich hand delivered our proprietary branded paper to our contracted network of delis, sub shops and cafés for use in wrapping their sandwiches. We made sure each location in the program had a noteworthy healthy food section to lock on to the intended target audience. Finally, in addition to delivery personnel visiting the venues to restock them, we sent secret shoppers into the venues to ensure the program was running smoothly.

### Results:

- ✓ 5-15% sales lift (depending on market and location)!
- ✓ Extremely high consumer engagement and brand awareness!



**“The Way to a Consumer's Heart is Through Their Stomach!”**

For more information please call 212.779.9779 or Email: [info@brandwichwrap.com](mailto:info@brandwichwrap.com)  
[www.brandwichwrap.com](http://www.brandwichwrap.com)