



## WHY CHOOSE DIGITAL REWARDS?

- It's easy! Simple distribution and implementation make these rewards among the most practical and cost-effective incentives available.
- These relevant and popular rewards — like music, movies, magazines and eBooks — are items people love and regularly use.
- Customers can choose their exact reward, so everyone gets exactly what they want — and you can reach multiple demographics with the same reward.
- Since they're valuable to the consumer, these rewards are very effective at increasing attention, strengthening interest and improving engagement.

### » Product

*Pizza Rewards*

### » Industry

*Entertainment*

### » Use

*Customer Gifts & Incentives*

# EPIX'S DELICIOUSLY EPIC CUSTOMER GIFT

There is not much that is more relaxing than sitting in on a Friday night to enjoy pizza and a movie, especially when the pizza is a free gift and the movie is top entertainment releases on the premium movie channel EPIX®.

For a fun spin on dinner and a movie, EPIX gave customers the ability to receive a free pizza as a thank you for being a loyal customer of their subscription channel. Since customers are located across the country, they needed a reward that provided access to nationwide establishments to ensure all recipients could use the same valuable reward.

Custom branded Pizza Reward Cards were a great fit since they gave recipients access to a pizza of their choice from major chains like Domino's®, Pizza Hut®, Papa John's®, and more.

These cards were a delicious way for EPIX to connect with their customer base and provided the recipients with a fun evening at home, thereby furthering their relationship with the brand.