



CASE STUDY



70%

OF COUPONS WERE USED IN THE ALLOCATED TIME FRAME

LASS NATURAL COSMETICS NATURAL COUPONS

To give their promotional campaign a 'wow' factor, Lass Natural Cosmetics distributed coupons that not only informed customers of the sale, but also constantly reminded them of how little time they had left to use it.

Their promotion stayed true to the values of the brand by using die-cut coupons fashioned out of a paper substrate made from leaves and petals.