



Client: BUBBA Burger

Project: Security Paper and Coupon Design for BUBBA Burger

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PRINT EXECUTION

BRAND PROMOTION

The #1 branded frozen burger in the United States, BUBBA Burger is known for its unique production methods that ensure the frozen burgers remain juicy and flavorful, as well as its commitment to only high-quality meats. Today, the BUBBA Burger is sold worldwide.

Our Challenge

To grow the business, BUBBA Burger frequently offers coupons at sponsorship events and in-store sampling programs.

While the events and programs were highly successful, the company struggled with significant liability due to coupon fraud. The coupons would be illegally duplicated and used multiple times, or coupons would be counterfeited and then used.

BUBBA Burger estimated this problem was costing the company between \$200,000 and \$250,000 per year.

Our Solution

A contact at BUBBA Burger knew that GO2 Partners specialized in security paper, and had connected with the team at the GO2 Coupon Shield booth at a trade show. The contact reached out to GO2 to evaluate and propose a possible solution.

The GO2 team immediately went to work. Using the Coupon Shield product as a base, GO2 designed new coupons for BUBBA Burger using security paper that featured a CIC (Coupon Information Center) hologram. This feature became a first line of defense against fraud and duplication.

Once the team at BUBBA Burger reviewed the new design, they immediately rolled it out to all new events and promotions. Since then, GO2 has provided new designs and security for more than 35 different offers.

Our Results

BUBBA Burger has been very pleased with the support GO2 has offered in the coupon program. According to the customer, GO2 has delivered with excellent pricing, fast turn time and superior customer service. Most importantly, the new coupons have significantly reduced the coupon fraud cost. According to Andy Stenson, VP of Marketing for BUBBA Burger, "We have not seen a single duplication of our coupons since we started using (Coupon Shield)."

With this success, BUBBA Burger has continued to expand its product lines and promotional offerings. Not only do the coupons protect against illegal duplication, they provide a high-quality promotional handout that enhances BUBBA Burger's brand.

Today, the grassroots marketing effort embodied by the sampling and coupon program has become an important part of BUBBA's marketing mix. The coupons have a very high perceived value, with customers holding on to them up to four times longer than plain paper coupons.

