

# The Local

A MAGAZINE FOR PYRAMID PUB TENANTS & CUSTOMERS  
| SUMMER 05





## Have you thought about using SMS txt messages in your promotional tool-kit?

Pubs all over the UK are using text messages in various ways to engender customer loyalty and build sales. The award winning application, e-txt™, from text messaging specialists Dynmark International, is the preferred application in the licensed trade due to its low cost, simplicity, outstanding customer service and powerful range of features specifically designed for pubs, clubs and bars.

Successful use of text messaging in pubs can be broken down into two areas. Firstly, it's important to build a list of your customers' mobile numbers. Successful tactics for this include getting customers to:

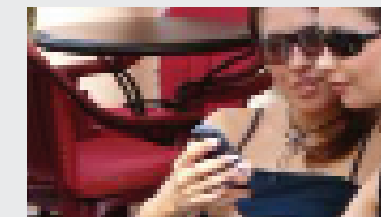
- Text in to win a competition e.g. Text us "Where On Earth" is this place? (closest entry wins)
- Text in to vote e.g. Vote for your Cricketer of the Year. Random winners selected from the most popular nominated person.
- Text in to participate in a promotion e.g. Want to find out about

our great drink and food offers and promotions? Text us on 07787 20 XX XX.

In all the above situations e-txt™ can be used to set up the promotion and automatically send all the necessary responses and file all the messages received. It also automatically collects all the mobile numbers and names of those texting in!

Once you have a list of your customer's mobile numbers you can then undertake all sorts of promotions. You can also register your list in Dynmark's Mobile Promotions Exchange (MoPEX). This lets drinks brand owners and brewers see the number of people on your list and offer, through your pub, carefully targeted promotions. Text promotions drive business to your quieter times and by using e-txt you can stay in control of your promotional activity.

As a part of our effort to provide you with support to market your pub, Pyramid has negotiated a deal with Dynmark International to provide you with a FREE copy of its e-txt software with 100 message credits so you can try it out. This is a full copy and comes on a CD with user guide and will be sent to you in the near future by post. If you want further information or simply can't wait to get going you can get a copy of e-txt from the e-txt web site at [www.e-txt.com](http://www.e-txt.com).



e-txt™  
my manager



In this issue we are offering you the chance to get involved in some great business building and customer loyalty promotions.

### Sing like A Star

Pyramid in conjunction with W&D Brands are presenting your customers with the chance to win prizes worth £2000 in our all new "Sing like a Star" Karaoke competition.

The competition is to run over eight events giving you the chance to enter the best Karaoke performer from your pub. Each of the heats will see the winner taking a £100 cash prize and a selection of promotional material, with the runner up receiving a prize of £25 cash and promotional goodies. The winners of the eight events will automatically be entered into the Grand Final where there will be a winners cash prize of £500 & the runner up cash prize of £250

### Under The Hammer

Pyramid again in conjunction with W&D brands will be presenting a series of 60 auction nights across the estate.

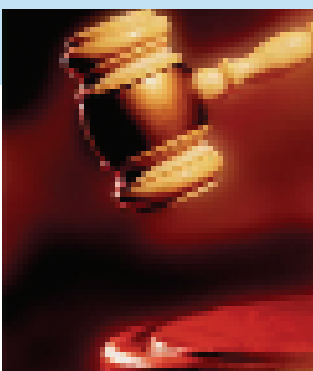
This customer loyalty promotion is based on vouchers collected when making purchases over the bar of Fosters and W&D Brands core bitter and mild products. Each purchase of a nominated product will bring a value ticket to be used as currency on the auction nights.

After the value ticket collection period your promotion will culminate in a grand auction where tickets can be used to make bids for a fabulous selection of major prizes

If your pub would like to take part in either of these high value promotion, contact your BDM for full nomination details.



Bernie Smith, *landlord and compere at the Bell and Bear.*



The Independent Family Brewers of Britain & CAMRA are promoting the 5th annual CASK BEER WEEK, which this year runs from September 16th - 25th 2005, aims to promote cask beers to consumers. If you think a cask beer promotion is right for your pub contact your BDM who will be able to support you with POS & merchandising.

### Do you make the best use of televised football?



The 2005-06 football season has started and following some outstanding football played at the weekend interest in this year's Premiership has already reached fever pitch.

The new football season gives you the chance to review the offering you can make around televised football. We all know that Sky Sports is an expensive package, but if you are going to invest in the programmes you need to work hard to maximise your returns. So what can you do to market the football:-

• Promote the offering externally through the use of banners, posters and flyers. In conjunction with Carling we have some football kits available. If you are interested in these kits please contact your area manager.

• Make sure you have posters in the pub showing the details of the dates and times of all the matches you are showing. If you are interested in posters every month contact Darren Kelly at our Chester Offices.

• If there is more than one match on a day can you offer some other activity between the matches to keep the customers in your pub. You may want to offer a free "chip butty" with a pint purchased between games or even run a small sports quiz.

• Can you run a fantasy football league from your pub? Many of the national newspapers run these games and if a number of your customers and staff enter teams they can be grouped into a local league. You could then have a weekly prize for the best manager linked to attending the pub on a match night.

• Make use of e-txt™ from Dynmark International to text instant football promotions to your customers.