

GUINNESS® CHASE THE ACE

This game is a simple but entertaining way of raising interest with your consumers and encourages them to participate and to win. Money does not have to be your customers' motivation – why not try a free pint of GUINNESS beer or vouchers for your pub as prizes to ensure the lucky winner celebrates in your outlet?



HOW IT WORKS:

This promotion would work well on quieter nights in your outlet, perhaps a Tuesday or Wednesday night. Two or three decks of cards are shuffled and placed in a box. All the Aces aside from one are removed. Everyone who purchases e.g. a pint of GUINNESS beer during that day gets a token with a number on it. At a defined time, e.g. 10pm two or three numbers are chosen from those participating. If nobody had pulled the winning Ace card, the game continues the same day next week.

WHAT YOU NEED:

- Advertise the idea in your pub to entice people to participate
- 2-3 Decks of Cards
- Numbered Tokens / Raffle tickets

**TOP
TIP**

Building up anticipation is key to any good promotion. With the stakes escalating each week and a boosted chance of winning after each draw, the prize value should increase accordingly.