



Sip. Shop. Save.
BBR Creative's new,
tasty promotion for
CC's Community Coffee

For those shoppers looking for ways to beat the heat, CC's Community Coffee House wanted the decision to be no sweat. That's why CC's asked BBR Creative to devise a promotional campaign within the Mall of Acadiana - one that would increase Center Court purchases of its tasty Mochasippi frozen beverage.

So BBR created "Say It And Save," a promotion that utilizes floor graphics strategically placed throughout the Mall of Acadiana. Participating in the promotion is as fun as it is easy: Shoppers spot one of the five graphics and memorize the simple, silly phrase written across it. The customer repeats the phrase to the CC's server at Center Court for a FREE Grande Mochasippi with the purchase of the same!

So next time you're in the Mall of Acadiana, keep an eye out for this tasty promotion - and trust us when we say it'll be love at first sip.

BBR has over 12 years of experience in corporate branding, marketing and advertising strategy, and creative implementation. Our multi-disciplinary team of strategists and creatives continually strives to build strong branding relationships between our clients and their consumers, always with the goal to increase sales and profits. For the complete picture of who BBR is and what we do, visit us at www.bbrcreative.com or contact Cherie Hebert at chebert@bbrcreative.com.

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