

KIOSK MARKETING LAUNCH GUIDE

Your Just Baked Kiosk is on its Way! Let's Make Sure Your Customers Know

We want to make sure your Just Baked Kiosk gets off to a great start by providing a turn-key marketing solution for launch. Below you'll find an overview of marketing assets available to you as a Just Baked operator. On the following page is a recommendation of marketing activities for launching your new kiosk. If you have any questions, please do not hesitate to reach out to your implementation team.

MARKETING ASSETS AVAILABLE TO YOU

Launch Kit & Print Assets

CLICK HERE TO ORDER

22 X 28 Posters | 8.5 X 11 Flyers



33 X 81 Retractable Banner

Just Baked Launch Kit items are available for order through Vista print by clicking 'ORDER HERE' Above

- INCLUDED IN YOUR STARTER KIT**
- ONE Retractable Banner
- TWO Double Sided 22 X 28 Posters
- Set of FIVE 'Coming Soon' 8.5 X 11 Flyers
- Set of FIVE 'Try it Now' 8.5 X 11 Flyers

Social & Digital Assets

CLICK HERE FOR ACCESS

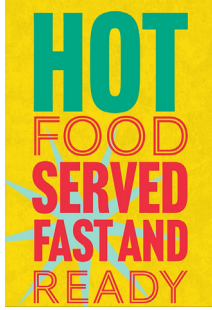
Social content



Also Available: Digital Videos | Email Templates and Language | Food and General Photography | Instructional Videos

Attract Loops and Promo Codes

Attract loops are videos that always play on the main screen of each kiosk to generate awareness. These are managed by Just Baked and routinely updated with new food advertisements and campaigns



PROMO CODES

Promo Codes of percent off and buy one, get one can help to drive trial at launch. Please reach out to your implementation team for more details.

KIOSK LAUNCH CAMPAIGN OVERVIEW

HOW TO GET STARTED

STEP 1 - Media Portal Access

Be sure you have access to the Just Baked Media Portal (request access if not)

STEP 2 - Access Campaign Assets

Launch campaign assets can be found for download on the Just Baked Media Portal under the tab 'LAUNCH CAMPAIGN ASSETS'

STEP 3 - Order Print Materials

Be sure to order print materials several weeks in advance of your kiosk's arrival

CAMPAIGN ASSETS



Print Materials

Retractable Banners
Posters, Flyers



Email Blast

Send an email announcing Just Baked and it's offerings to your consumers



Social Media Content

Post content announcing Just Baked to your social channels



Promotional Discounts

Provide a 50% off promotion code to your consumers to incentivize trial



Attract Loops

We'll make sure your kiosk is playing Just Baked videos

CAMPAIGN TIMELINE

2 Weeks Out	1 Week Out	Launch	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
'Coming Soon' Email		Launch Email			Reminder Email				
'Coming Soon' Social Post		'Launch' Social Post		'New' Social Post		'Try it Now! Social Post 1			'Try it Now! Social Post 2
		50% Off Promotion Campaign (Recommendation 100)							
'Coming Soon' Print Materials*		Print Materials							

HELPFUL LINKS

**JUST BAKED
MEDIA PORTAL**

**JUST BAKED
CAMPAIGN
LAUNCH ASSETS**

**LAUNCH KIT
MATERIALS FOR
PRINT**