



SMITTY'S CANADA INC.

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BULLETIN #18/21

DATE: January 27, 2021
TO: All Franchisees & Corporate Managers
FROM: Cheryl Palamar, Director of Marketing
RE: **Senior's First Tuesdays**

Hello Everyone,

We are pleased to announce the launch of our first MySmitty's Rewards double points campaigns! We have nearly 10,000 guests already signed up to the platform and will be launching several ways for our guests to get "hooked" on the program. Let's make this the best restaurant loyalty program in Canada!

Since we know that our senior's guests are extremely valuable to us, we are implementing a new monthly check-in campaign, where MySmitty's Rewards members over the age of 65 will be able to earn double points on the first Tuesday of every month, dine-in only. The guest simply registers a check-in purchase through their app or with the help of a server upon check-out, and the system rewards them with double points automatically! We will remind guests through email, push notifications and social media ahead of time.

Attached is a promotional planner for the dates and deliverables associated to this program. Deliverable assets will be available on in the Marketing Library on the Franchise Portal 4-7 days prior to the launch date of each campaign, should you wish to use them for your own social media planning.

We are excited to get started with this simple, national campaign using our new MySmitty's Rewards platform!

Should you have any questions do not hesitate to contact me at cpalamar@smittys.ca.

Your truly,
SMITTY'S CANADA INC.

Cheryl Palamar

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Director of Marketing