



Design a Hornet Card promotion to suit your needs!

- Build customer loyalty with semester-long/everyday specials
- Drive student business during your off-peak periods or to move excess inventory
- Use a time-sensitive promotion to introduce a new product or service
- Incent more than one student to visit at a time with a group special

Initiative	Description
Featured Restaurant of the Week (FROW)	<ul style="list-style-type: none"> • This promotion solely highlights a specific merchant for 1 week of the semester. • The participating merchant offers a 25% discount to students who pay with their Buzz Bucks account. • Promoted via E-mail, Hornet Card website, in-store signage, and/or digital slides.
Standing Offers	<ul style="list-style-type: none"> • Semester long savings opportunities to students who pay with Buzz Bucks. • Offers include BOGO's, percentage or dollar discounts. • Promoted via Hornet Card website and email.
Daily Deals	<ul style="list-style-type: none"> • Special limited time savings available to Buzz Bucks users. • Promoted via email and Hornet Card website on the day of or night before the start of the offer.
Design Your Own Promotion	<ul style="list-style-type: none"> • Have another idea not on the list? Please contact us and let us know your idea! We can turn that idea into a reality.



To Learn More:

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