



Snapshot Report

Endless Pret Coffees

October 2020



Snapshot Endless Pret Coffees

Not sure if you have seen this yet but this is the new monthly coffee subscription from Pret.

There is a huge trend in coffee brands offering monthly subscriptions, so it was inevitable that Pret would launch their own monthly version.



Promotional Signage

There a really bright piece of POS on their main wood boards throughout the Pret store.

The turquoise colour really created standout against the wood panels.

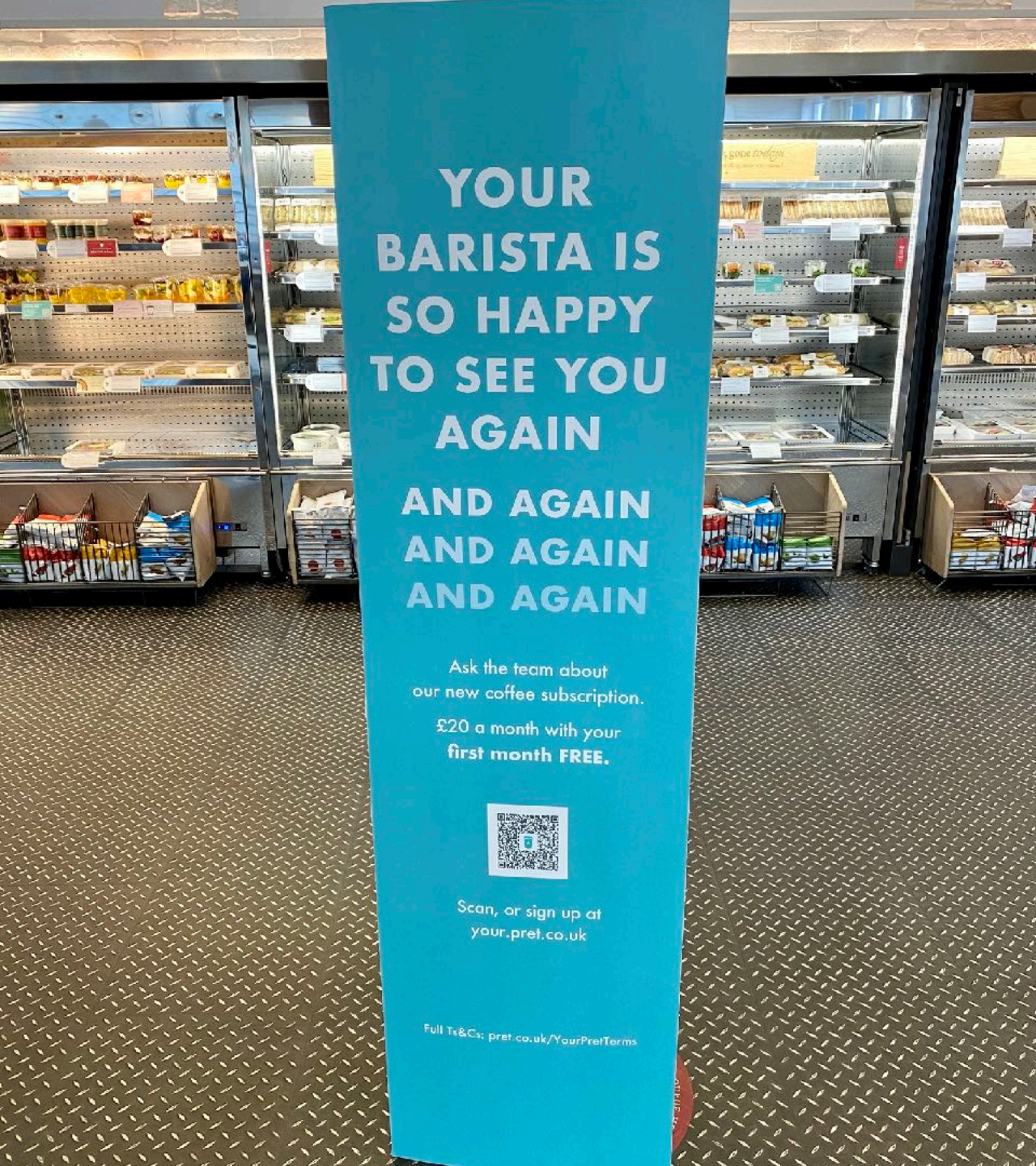
The white headline text really did make you read it twice.headline

Visual Analysis

This is the visual analysis for the Pret marketing activation.

The report is in three parts, firstly the visual heat map, this shows the probability that each part of your image is seen within the initial 3-5 second first glance time period that is critical to bringing attention to your content. Secondly, this is a simplified version of the Heatmap results.. Each region shown has a numeric score which predicts the probability that a person will look somewhere in that region within the first glance time period. Finally, these are the 4 most likely gaze locations, in their most probable viewing order (1 is the most likely).





**YOUR
BARISTA IS
SO HAPPY
TO SEE YOU
AGAIN
AND AGAIN
AND AGAIN
AND AGAIN**

Ask the team about
our new coffee subscription.

£20 a month with your
first month **FREE**.



Scan, or sign up at
your.pret.co.uk

Full T&Cs: pret.co.uk/YourPretTerms

Free Standing Displays

In the middle of the floor as you walked into Pret was a free standing, printed cardboard pop-up display.

White text on the turquoise background created real standout.

There was a QR code for you to scan & sign up!

Introducing YourPret Barista: Pret's Coffee Subscription

With our new coffee subscription you can enjoy all your coffees (and teas, frappes, hot chocolates...) for £20 a month and your first month FREE.

SIGN UP



Introducing YourPret Barista: Pret's Coffee Subscription

With our new coffee subscription you can enjoy all your coffees (and teas, frappes, hot chocolates...) for £20 a month and your first month FREE.

Sign up to
The *joy* of Pret

Be the first to hear about new promotions, menu launches, new recipes, and a whole lot of other good stuff.

Enter your email address

I am happy to receive marketing emails from Pret

Submit

See our [Privacy Policy](#) here

App Sign Up



How does it work?

1. **Sign up** and we'll send your unique QR code via email
2. **Download** to your mobile wallet or save your email so it's ready to go
3. **Order** your drink from our lovely teams and scan your QR code at the till. Enjoy!

You can use up to 5 times a day (with one redemption every 30 minutes).

You'll be best friends with your Barista before you know it!

[SIGN UP](#)

What's included?

If our Baristas brew it, blend it or steam it, it's included! Choose from your favourite organic Pret coffees, teas, hot chocolates, iced coffees, Cold Brew, frappes and blended smoothies, including any milk alternatives, syrups and extra shots.

If you fancy trying something new just ask our Baristas for a recommendation (they're pros).

FIND OUT MORE



ENDLESS PRET COFFEES



**Let's
Talk....**

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