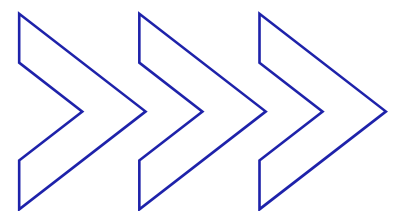




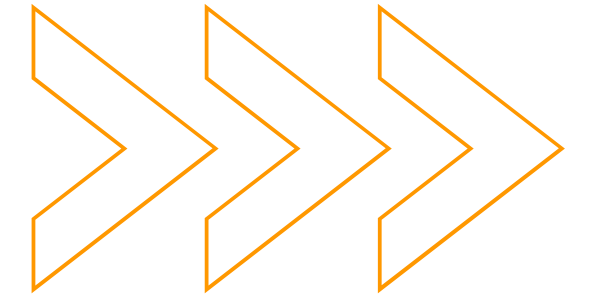
VISUAL GUIDE

PROMOTIONS AT THE POINT OF SALE





THE POINT OF SALE AS AN ENGAGEMENT CHANNEL



The point of sale is no longer just where a purchase is completed. It can also become a space for brand interaction, data capture, prize and incentive delivery, and connections between physical touchpoints and digital experiences.

A digital promotion can turn a display, product packaging, screen, purchase receipt, or QR code into the starting point of a measurable experience. This allows us to analyze performance by location and continue engaging customers after their visit.



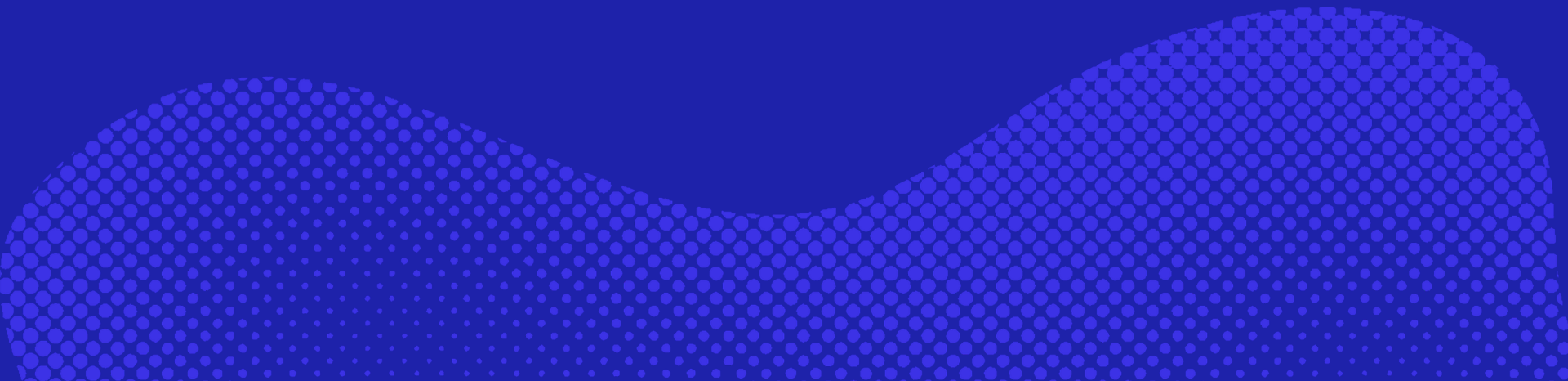


HOW TO DESIGN A POINT-OF-SALE PROMOTION



Six key elements to consider when planning a point-of-sale promotion:

1. **Objective:** Drive traffic, purchases, data capture, loyalty, awareness, or repeat visits
2. **Participation timing:** Before, during, or after purchase
3. **Access point:** QR code, screen, tablet, purchase receipt, packaging, SMS, notification, email, or link
4. **Mechanic:** Prize drawing, game, instant prize, quiz, voting, registration, or purchase validation
5. **Incentive:** Instant prize, coupon, discount, entry into a prize drawing, or cumulative reward
6. **Measurement:** Registrations, entries, visits, prizes awarded and redeemed, and results by location



PROMOTIONS WITH IN-STORE PARTICIPATION



INFORMATION
DISPLAY WITH
PARTICIPATION
REQUIREMENTS

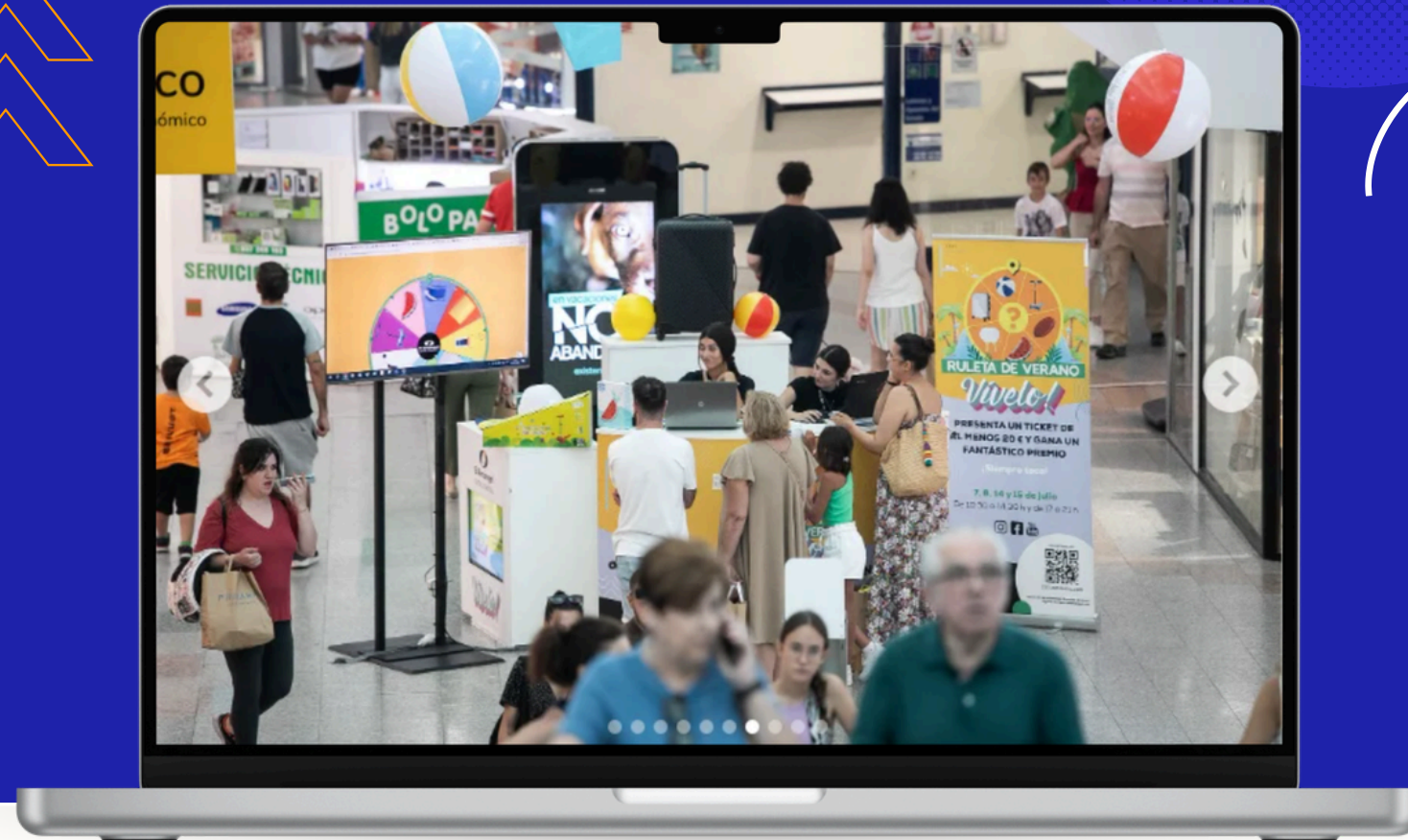


MULTIMEDIA
KIOSK FEATURING
SPIN THE WHEEL



Carnet Jove Andorra, the country's European Youth Card program, launched a loyalty and member acquisition campaign aimed at young people. Club members could take part exclusively in a Spin the Wheel promotion installed in a shopping center. Visitors who were not yet members could download the app on-site and then participate.

The activation featured a staffed area with an information display and a multimedia kiosk presenting the wheel. The campaign combined member acquisition, an in-person experience, and an instant incentive in one space.



INTERACTIVE POP-UP CUSTOMER SERVICE BOOTH

PROMOTION SHARED ON SOCIAL MEDIA

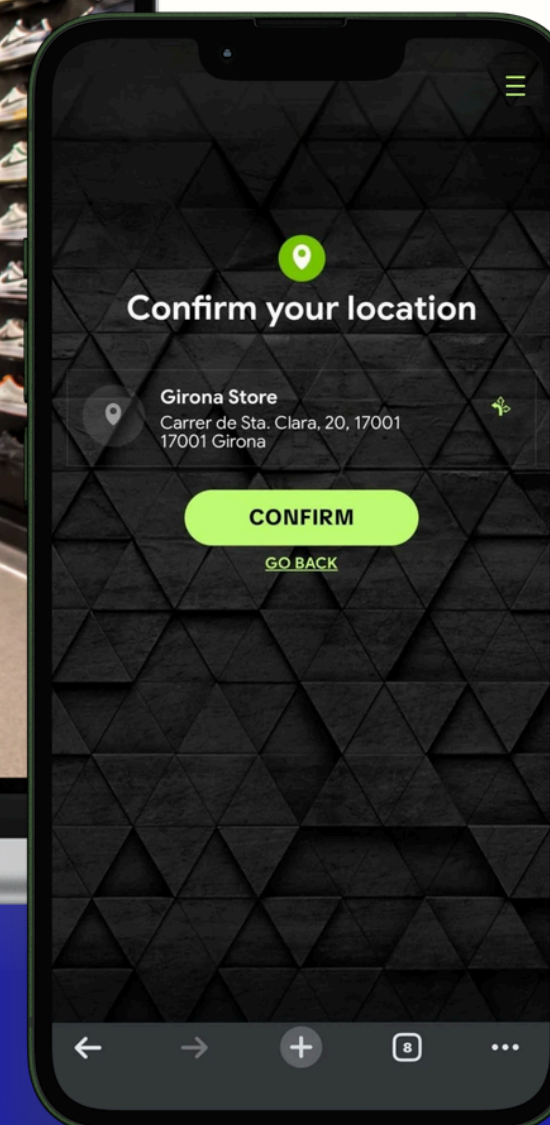
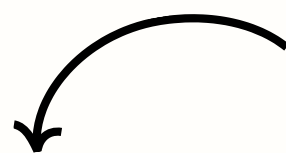
The **Arcángel Shopping Center** launched a loyalty campaign to boost sales during the summer. Customers who presented a purchase receipt over €20 could immediately take part in a Spin the Wheel promotion displayed on a screen.

The promotion featured a staffed area with an information banner and a device where participants could view the result of their spin.





IN-STORE QR CODE
TO ACCESS THE
PROMOTION

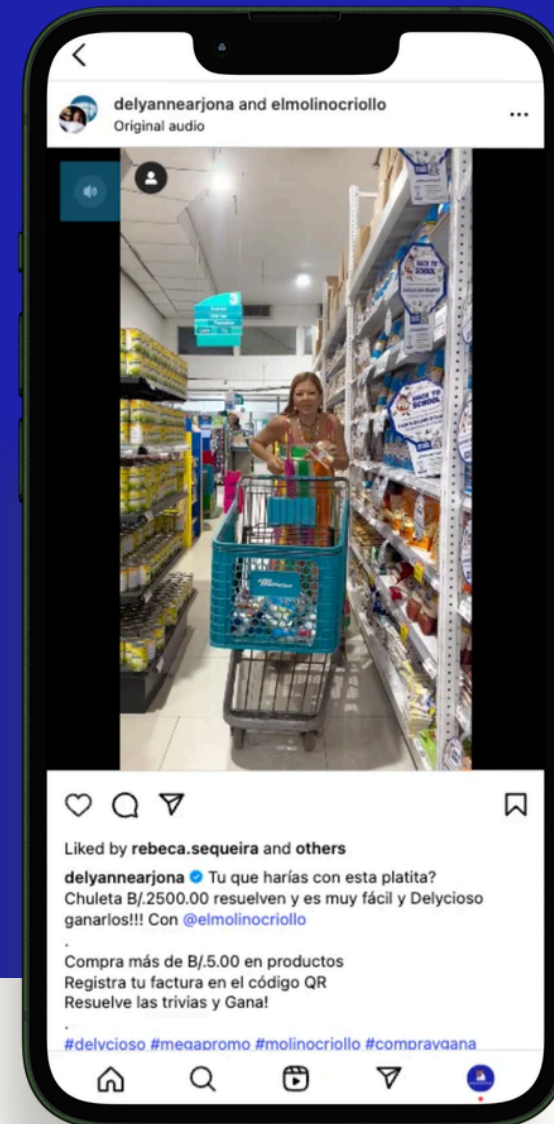


PARTICIPANT
LOCATION
VERIFICATION

A **sportswear retail chain** celebrated its tenth anniversary with a promotion designed to drive traffic to its stores. To participate, users scanned an in-store QR code and verified their location, giving them the chance to receive a free product or discount through a winning moment.

The campaign ensured that participation took place at a physical store and allowed the brand to centrally track prizes awarded, participant numbers, and results by location.

CUSTOM PROMOTIONAL SHELF STOPPERS



IN-STORE PRIZE DELIVERY

Molino Criollo, a breakfast food brand, launched a back-to-school promotion in stores. After purchasing one of its products, customers scanned the QR code on the shelf, uploaded their purchase receipt, completed a quiz, and competed on the leaderboard for a chance to win a prize.

Although the mechanic involved several steps, participants could complete the entire experience easily from their phones. The campaign was also promoted on social media with the help of an influencer, who explained how it worked from inside a store.



CAMPAIGN-BRANDED PHOTO BACKDROP

Mel Galicia, a Galician honey brand, partnered with the local professional basketball club **Club Ourense Baloncesto** to promote its locally sourced products during a game. Attendees took a photo in front of a branded backdrop and uploaded it to the contest microsite to enter a drawing for three product bundles.

The activation combined brand visibility at the event, user-generated content, and product promotion.

REGISTRATION LANDING PAGE FOR PHOTO UPLOADS





ROLL-UP BANNER WITH PARTICIPATION QR CODE



LEAD CAPTURE LANDING PAGE

Mucho Más, a wine brand from the winery group Félix Solís Avantís, used an informational roll-up banner with a QR code at a concert to promote its wines and drive sales. After purchasing one of the brand's products, customers could scan the code and instantly discover whether they had won a prize.

In addition to encouraging purchases, awarding prizes at the event increased brand visibility and reinforced its visual identity.

FROM ONLINE TO
OFFLINE: A
CAMPAIGN TO DRIVE
TRAFFIC TO PHYSICAL
LOCATIONS



DIGITAL STAMP
WITH EVERY
PURCHASE

Restaurant chain **PIBÄ** celebrated its international expansion with a Digital Stamp Card designed to encourage repeat visits. Customers scanned a QR code on their phones, registered once, and collected a stamp with every purchase. Each stamp automatically became an entry into the final drawing for a trip.

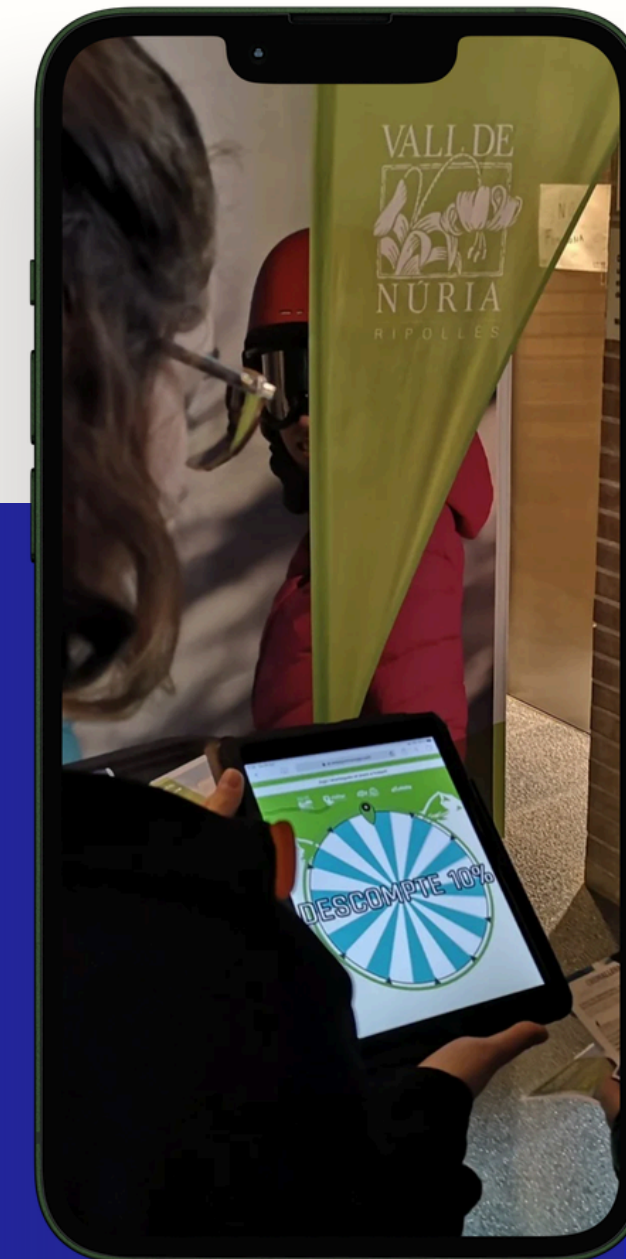
The four-day campaign ended with a live drawing at the restaurant, combining purchases, entertainment, and in-store loyalty.



INTERACTIVE POP-UP BOOTH WITH COUNTER, PROMOTIONAL FLAGS, AND SCREEN

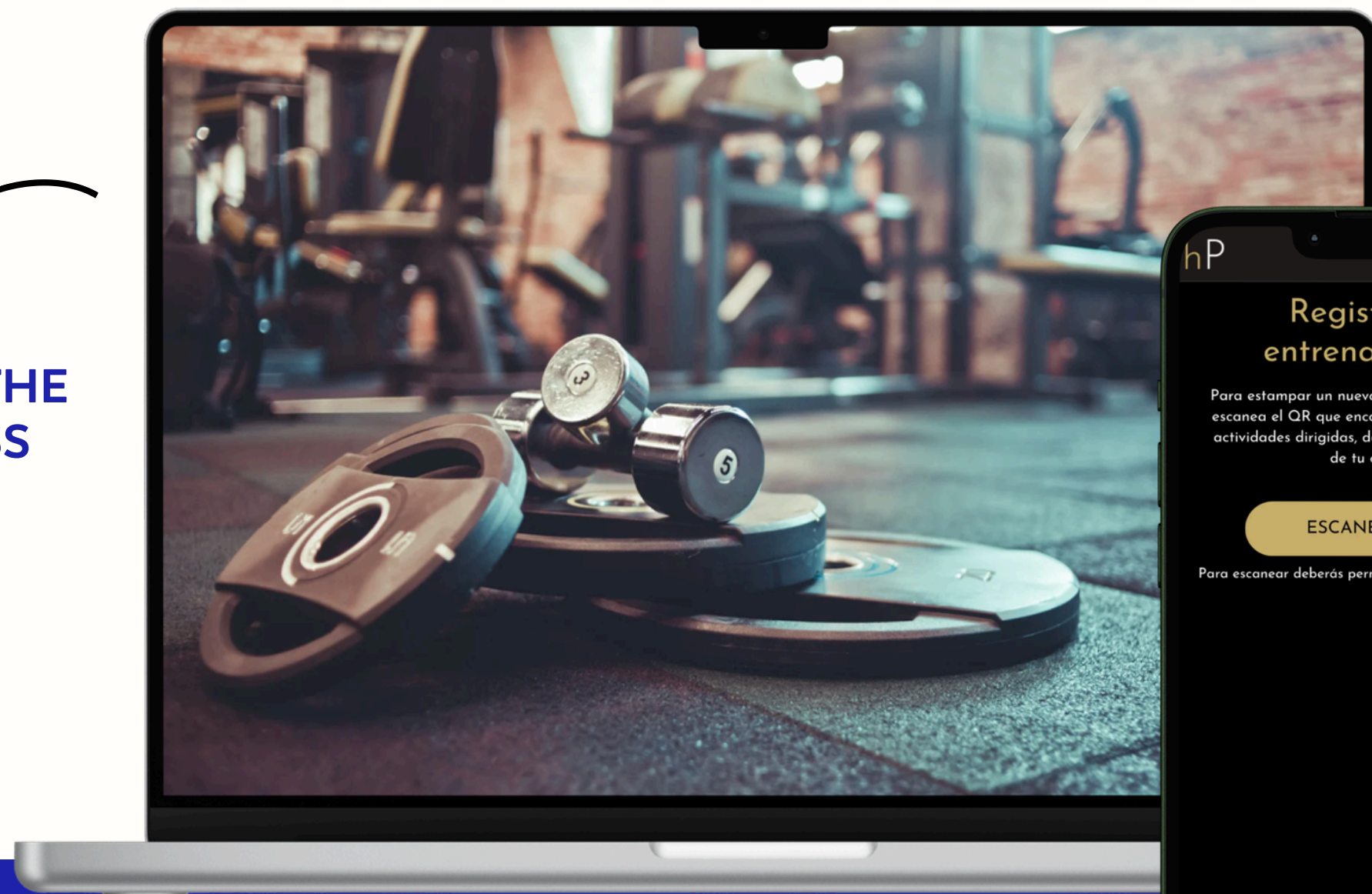
Vall de Núria, a mountain resort and ski destination, launched a student-focused campaign. The brand set up an interactive pop-up booth at several universities, where students could take part in a Spin the Wheel promotion and win discounts and prizes.

PORTABLE DEVICE FOR EASY PARTICIPATION

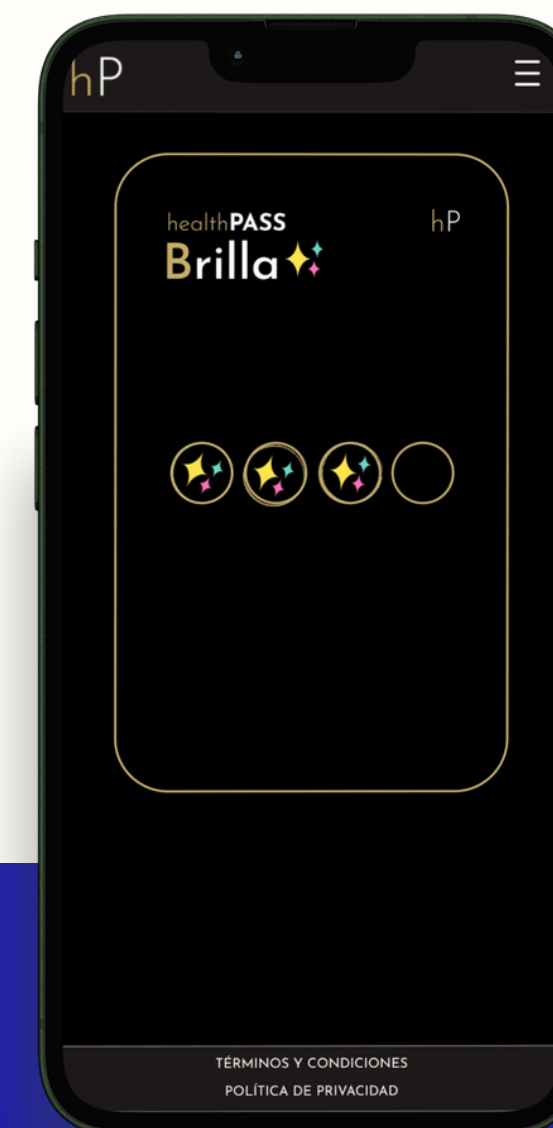
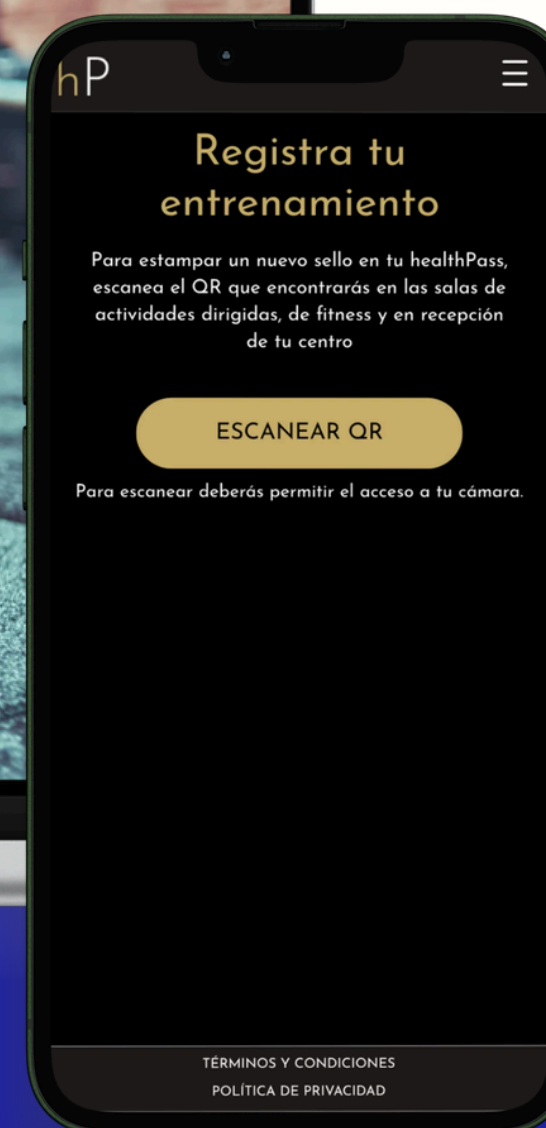




QR CODES IN THE
GROUP FITNESS
STUDIOS



DIGITAL STAMP
FOR EACH CLASS



CDO Fitness, a network of sports and fitness clubs, launched “¡Activa tu energía y BRILLA con tu Health PASS!” (“Activate Your Energy and Shine with Your Health Pass!”). The campaign used a Digital Stamp Card to encourage attendance at group fitness classes and strengthen member loyalty.

Before each class, users scanned the QR code in the studio to add a stamp to their card. After collecting four stamps, they were entered into a drawing for a sports backpack.

**PROMOTIONS THAT
DRIVE VISITS AND
PURCHASES AT
PHYSICAL STORES**



IN-STORE
PROMOTIONAL
MATERIALS

INFORMATION
DISPLAY AT STORE
ENTRANCES

Variety retail store chain **Flying Tiger Copenhagen** used a promotional display at the entrance to its stores to present its digital Advent Calendar. Customers scanned the QR code with their phones and accessed the experience directly, seamlessly connecting in-store communication with online participation. POS materials such as display units, posters, and signs increase the visibility of in-store promotions and make them easy to access through QR codes.



CUSTOM-SHAPED
FLOOR DISPLAY



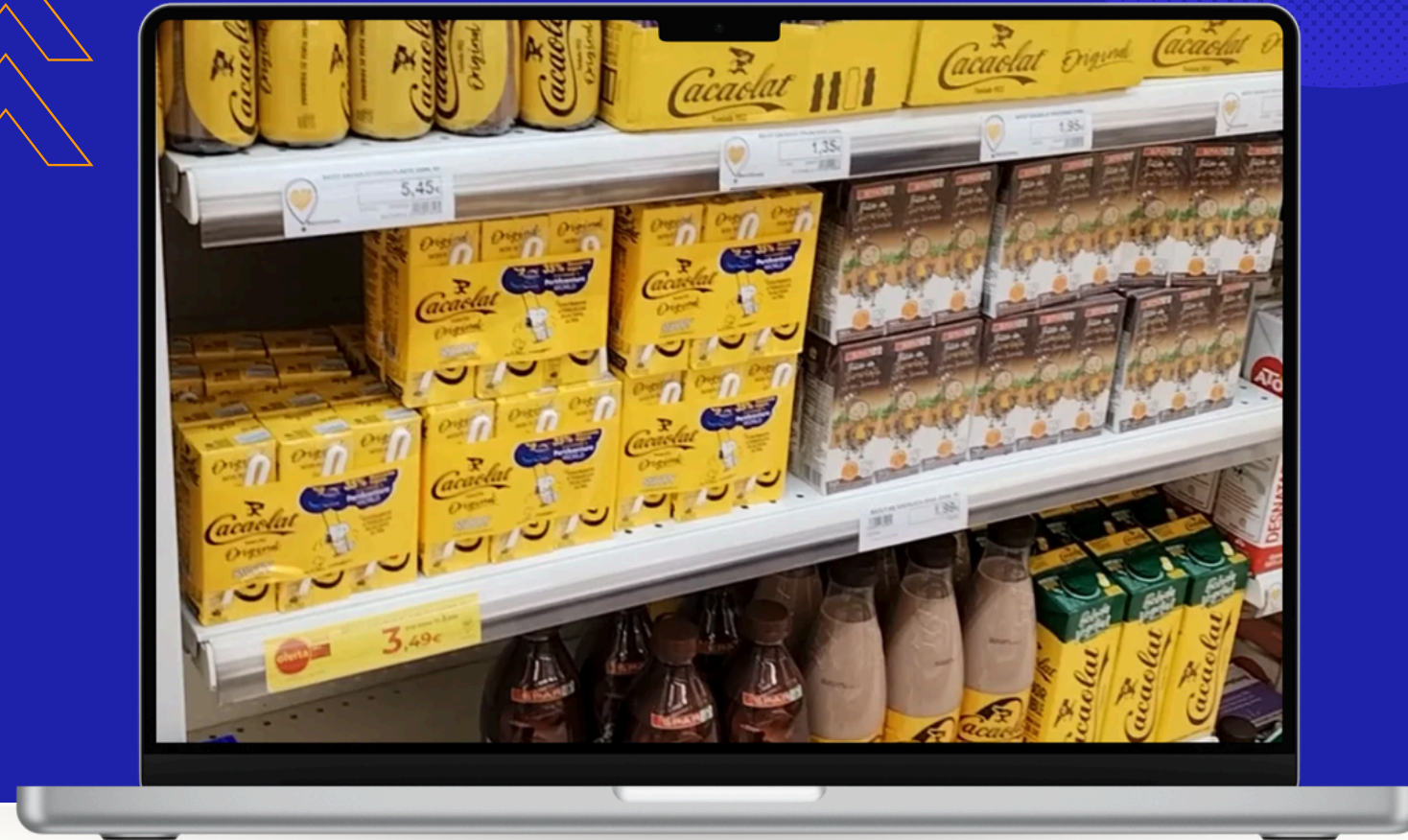
DISPLAY WITH
INFORMATION
POSTER

SHELF
STOPPERS



Veritas, an organic supermarket chain, launched a promotion to encourage purchases of its organic gazpacho products and strengthen customer loyalty. After purchasing two units, users could access a Spin the Wheel promotion through the brand's app and win rewards such as a trip to Menorca.

The campaign was promoted in stores using displays, shelf stoppers, and informational signage. It is a strong example of how to integrate a game mechanic into a loyalty program to drive product sales and increase customer engagement.



CAMPAIGN PRODUCT DISPLAY

PRINTED PROMOTIONAL PACKAGING

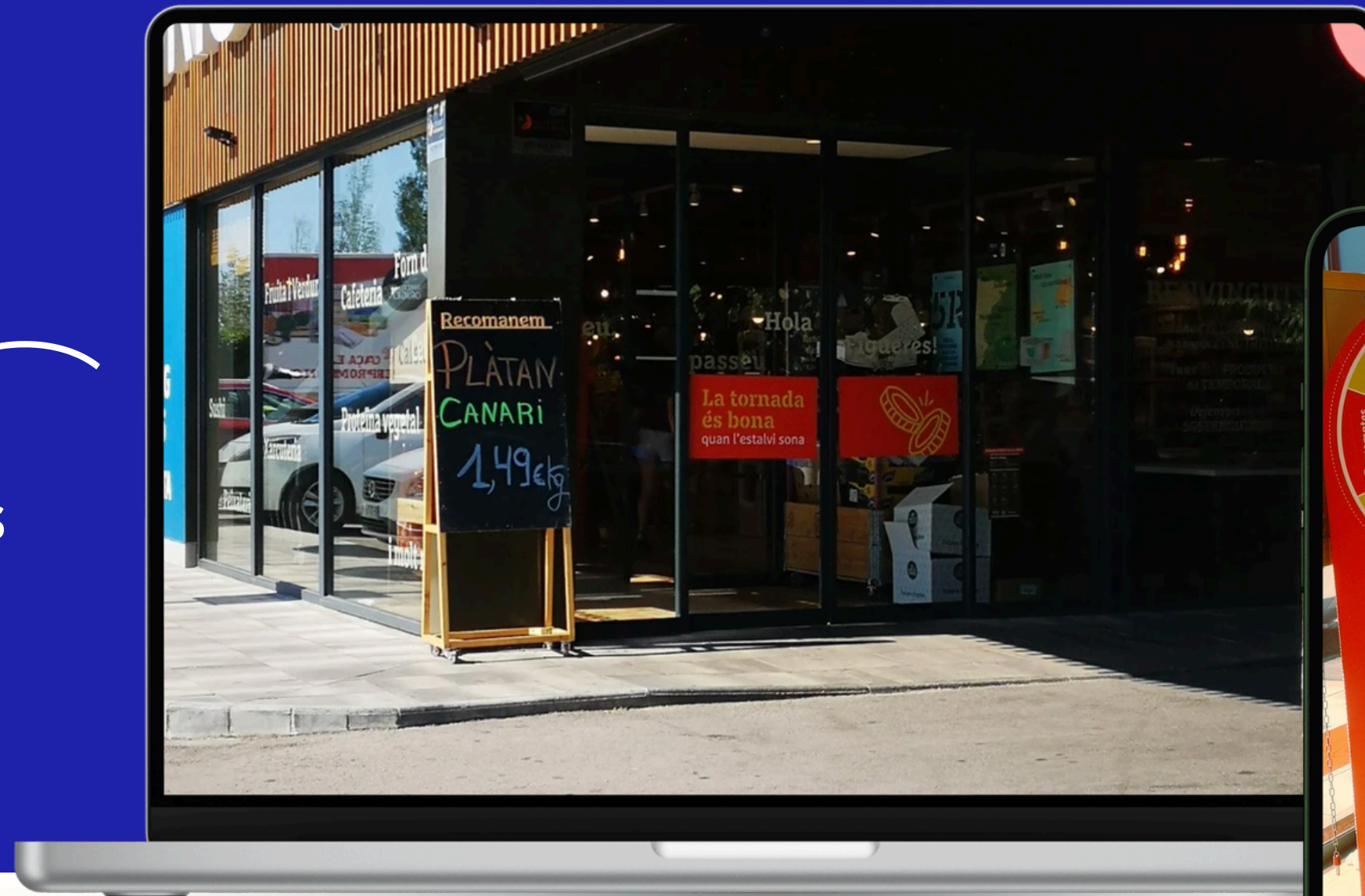


Chocolate milk brand **Cacaolat** integrated the promotion directly into its mini-carton packaging, turning the product itself into an advertising medium on the shelf. The packaging included campaign information and a QR code to participate, removing the need for additional in-store promotional materials.

After purchasing two packs and uploading their receipt for automatic validation, consumers received a discount for PortAventura theme park.



IN-STORE DECALS AND POSTERS



INFORMATION DISPLAY WITH QR CODE



Grocery retailer **Ametller Origen** surprised customers with its “La ruleta del ahorro” (“The Savings Wheel”) campaign, a purchase-linked promotion for loyalty club members. To participate, customers entered a code printed on their purchase receipt, identified themselves as members, and spun the wheel for a chance to win discounts, €50 grocery baskets, or cookbooks.

The campaign was promoted across its store network using window and entrance decals, information displays with QR codes linking to the wheel, and shelf stoppers. This allowed the brand to integrate the promotion at several stages of the in-store customer journey.



Danish beer brand **Carlsberg**, launched a point-of-sale promotion to encourage purchases, increase visibility, and capture customer data. The campaign was promoted through in-store materials with QR codes, while the cans featured numeric codes that customers entered in the promotion.

Each code instantly revealed whether they had won branded merchandise and also entered them into the final drawing for a trip to Brazil. The activation increased sales and purchase frequency while building a qualified database for future campaigns.



**BLOCK DISPLAY WITH
PRODUCTS, SIGNAGE, AND
QR-CODE FLOOR DECAL**





SHELF STOPPERS
WITH GIVEAWAY
QR CODE



LANDING PAGE
FOR UPLOADING
PURCHASE
RECEIPTS

COMPO, a brand specializing in garden and plant care products, launched “Tu jardín te lleva de viaje” (“Your Garden Takes You on a Trip”) to encourage purchases at participating garden centers. Customers who spent at least €20, including €5 on COMPO products, could scan the QR code, upload their receipt, and enter a drawing for a trip for two to Copenhagen.

The campaign combined in-store communication with promotion on Instagram, maintaining a consistent and polished visual identity across all channels.

PROMOTIONAL
PACKAGING ON EVERY
BOTTLE

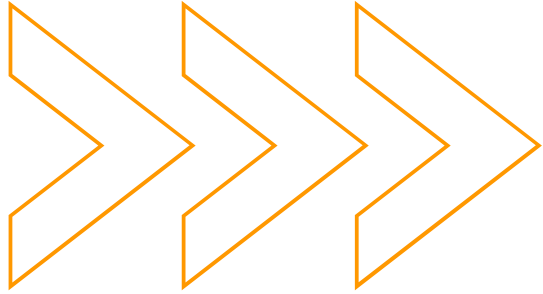


Agri-food cooperative **COVAP** temporarily adapted its bottle packaging to promote “Un mensaje en una botella” (“A Message in a Bottle”), part of the #TodoVaASalirBien campaign. The packaging featured the promotion and directed consumers to a registration form where they could enter a drawing for prizes such as a game console or board games.

This turned the packaging into a promotional touchpoint while allowing the brand to collect contact details from its target audience with their consent.



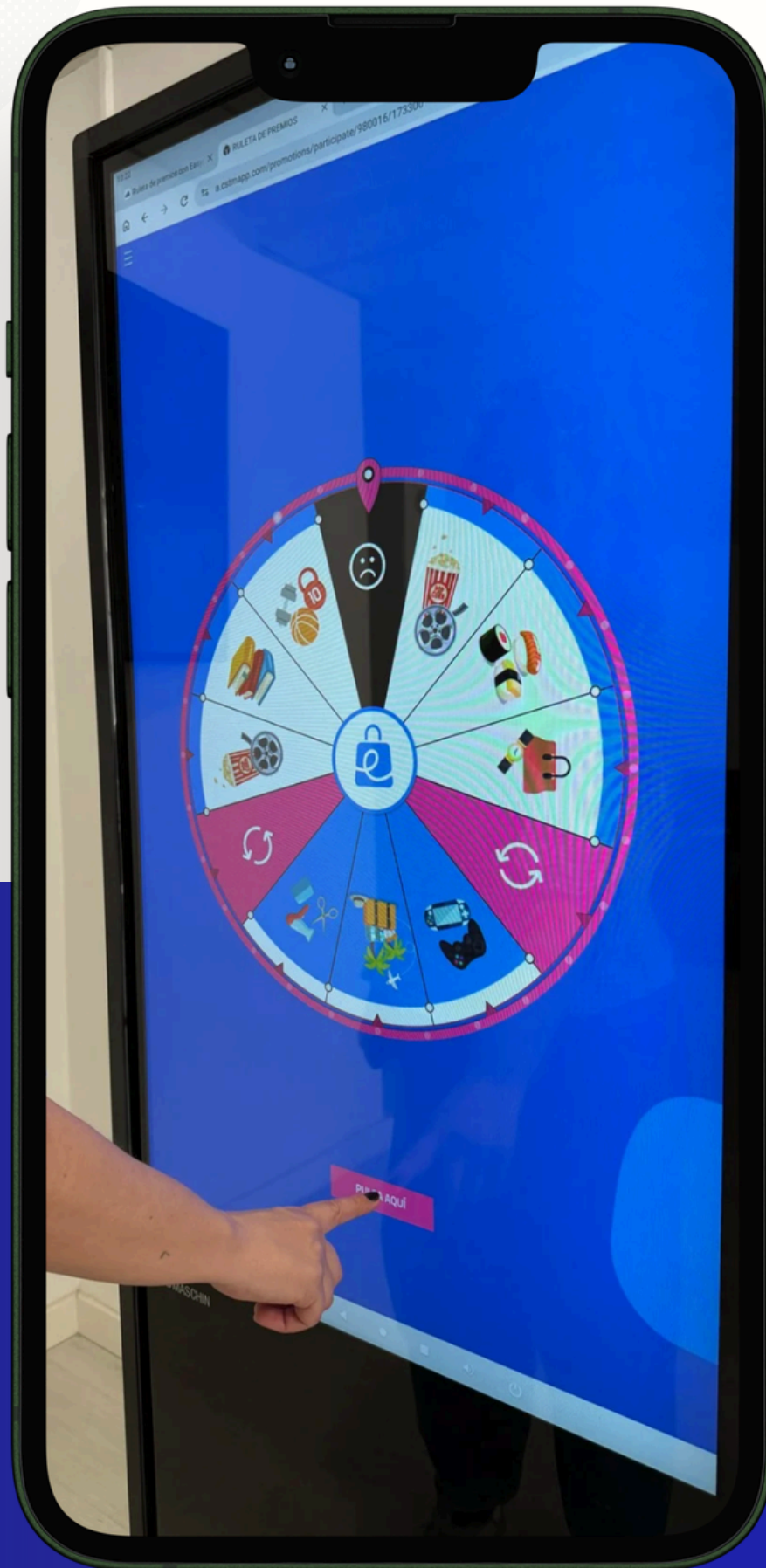
ADAPT EACH GAME TO THE FORMAT AND DEVICE



Easypromos games and promotions can be displayed on tablets and interactive kiosks to create engaging experiences in stores, trade shows, and events. Promotions can run in full-screen mode for quick and immersive participation.

The following features help adapt the design, participation flow, registration, and session behavior to shared devices.





FULL-SCREEN DISPLAY

The game can be installed on the device as a Progressive Web App (PWA). This displays it in full-screen mode and removes browser elements such as the address bar and navigation buttons, creating a cleaner, more integrated experience.



DEVICE-OPTIMIZED DESIGN

Adapt the promotion design to the screen where it will be displayed. On interactive kiosks, the background can play a more prominent role than on mobile devices or tablets.



PLAY WITHOUT REGISTERING FIRST

Allow users to access the game, quiz, or Spin the Wheel promotion without registering first. After participating, they can register to save their result or enter a prize drawing. This is especially useful for kiosks and tablets in high-traffic locations, as it enables quick participation and removes the initial barrier of a registration form.





ANONYMOUS MODE WITH QR REGISTRATION

Users play directly on the device without entering personal data. The priority is immediate participation. If they complete the game or win a prize, a QR code can appear on screen so they can scan it and register privately from their own phone.

AUTOMATIC RESET BETWEEN PARTICIPANTS

After each participation, display a button to end the session and return to the start screen. You can also configure automatic logout after a period of inactivity, preventing one participant's data or session from remaining visible to the next.

CONTINUOUS USE FROM THE SAME DEVICE

When many people participate from the same kiosk or device using the same internet connection, frequency controls can be adjusted so the system does not block new entries from the same IP address or browser.



SIMPLIFIED REGISTRATION

When a campaign collects data directly through the kiosk or device, identification and registration can be combined into a single step. This reduces the number of screens and speeds up participation.

CUSTOM OUTCOME SCREENS

Configure different screens for each game outcome: completed, not completed, time expired, or move limit reached. Each screen can include custom messages and images, and the score can be hidden when it is not relevant.

SOUND, SCORING, AND PROGRESS

Games can include background music, sound effects, timers, and scoring. Some mechanics also support objectives and progress bars. These elements make the experience more engaging and noticeable in a physical location.

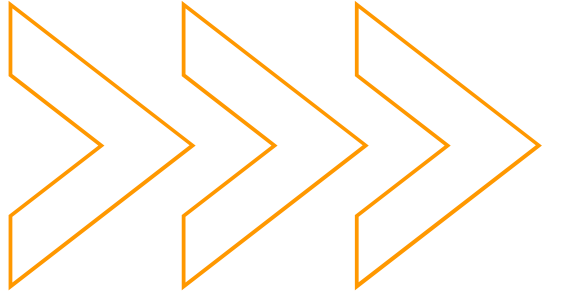
PRIZES AND DATA CAPTURE

The experience can end with an instant prize, coupon, discount, or entry into a prize drawing. Participant data can be requested before or after the game, depending on the chosen flow. You can also send an automated email to confirm registration or provide prize information.





CONCLUSION



A point-of-sale promotion is most effective when it connects the physical experience with a simple digital mechanic, offers a relevant incentive, and makes it possible to measure performance at each location.

With Easypromos, you can create digital promotions for one or multiple points of sale, verify participant location, manage prizes and inventory by location, provide tools for local staff, and analyze results from one centralized platform.





Need more ideas for promoting your products at the point of sale?

Request a video call with our team.

[Request a video call](#)



easypromos

Visual guide to **point-of-sale** promotions