



DRIVE-THRU POP

For parking lot POP, Blue employees will take select days during the campaign to wash windows in the drive-thrus. It's at this interaction that we ask employees to be engaging, help sell the campaign and look for opportunities to use the mini spoilers and take photos for social promotion. In addition, all of the drive-thru pillars will also have this sign (18"x35") giving a brief overview of the campaign.