



Woodstock's Pizza Plays "Secret Santa" with \$25 Gift Cards

**This California chain generated social media buzz
with random giveaways**



Gift cards for \$25 started showing up in random delivery orders as part of a Woodstock's Pizza promo in December.

Pizzeria gift cards make a great stocking stuffer, but Woodstock's Pizza, a small chain in California, took that idea one step further in December: The company stuffed random delivery orders with \$25 gift cards at no extra charge to show their appreciation to customers.

According to Woodstock's co-owner, Laura Ambrose, each store in the company gave away one gift card per week throughout the month of December. "It has been very popular on our social media pages," Ambrose told PMQ.com. "Probably most gratifying is that, as people talked about it, we were seeing lots of folks just making comments about wanting to order a pizza now because it sounds good—not so much because they expect that they'll be a winner."

"One of the things that got social media chatter going was that our stores posted photos of the pizza boxes that got the prize gift cards," Ambrose adds. "They are very creative and fun. And, of course, it's always nice when a winner posts about their experience."



The company touted the "secret Santa deliveries" on the front page of its website, urging customers to "click here to order now and you could be a winner!" In its "Tots 4 Tots" promo, Woodstock's also donated 15 percent of its tater tot sales to the local nonprofit Center for Children in December.