INDUSTRY PRESENTATION / QUICK-SERVICE CHAINS

THE NEXT ORDER CAN BEGIN WITH THE LAST VISIT.

A practical advertising card links the restaurant, a customer's own smartphone and the next mobile order — instead of ending up with a tray liner.

IN-STORE HANDOUT → USEFUL STAND → DIRECT REORDER



01 / WHEN PHYSICAL PROMOTION ENDS TOO EARLY

THE MEAL ENDS.
MUST THE AD END TOO?

Tray liners, disposable coupons and counter inserts compete for a few seconds of attention. After the meal, there may be no reason to keep them.

DISPOSABLE PROMOTION

SEE IT → EAT → DISCARD?

A printed offer can disappear with the meal packaging.

HOLDERCARD

TAKE IT → USE IT → REVISIT

A functional object may carry the brand into the next day.

Our concept is less throwaway advertising — not a claim of measured waste reduction or guaranteed retention.

02 / A PHYSICAL ADVERTISING LINK TO DIGITAL SERVICE

NOT A NEW APP.
A SHORTCUT TO YOURS.

The flat branded advertising medium folds into smartphone support. A QR can open the chain’s existing ordering or loyalty experience.



FLAT / BRAND + ORDERING QR



FOLDED / USEFUL PHONE STAND

Original HOLDERCARD photographs. These are real printed products, not completed quick-service chain campaigns.

03 / ANOTHER ORDERING SCREEN: THE CUSTOMER'S

THE CUSTOMER ALREADY HAS THE NEXT KIOSK.

Give a card near the entrance or pickup area. Scan its QR before folding it, order on the customer's own phone, then use the stand.

OFFER	A useful handout, not a coupon.
SCAN	Open the live mobile-order page.
ORDER + USE	Order; keep the stand for later.



04 / A DIRECT ROUTE TO THE NEXT PURCHASE

THE ORDER IS COLLECTED. THE SHORTCUT STAYS.

The useful object can leave with the customer and provide one familiar route to the chain’s own mobile ordering service.

01 FIRST VISIT

Offer it with a meal or pickup.

02 AFTER THE VISIT

Use the stand at home or work.

03 NEXT LUNCH

QR opens the current ordering route.



A stable QR destination must be managed by the chain. Faster service and repeat orders depend on the actual digital experience.

05 / THREE WAYS TO DISTRIBUTE A USEFUL AD

ONE FORMAT.
THREE POINTS OF HANDOUT.

The checkout, a qualifying purchase and a takeaway order offer different handout opportunities. Choose a single distribution rule to test in each participating location.

AT THE COUNTER

Give with a purchase, without a loyalty requirement.

AFTER A SPEND THRESHOLD

A small gift when a basket meets a set amount.

WITH AN ONLINE ORDER

Insert in takeaway, delivery or pickup packaging.

THESE ARE PROPOSED DEPLOYMENT OPTIONS, NOT MEASURED RESTAURANT RESULTS.

06 / FROM THE HANDOUT TO THE NEXT SHOPPING MOMENT

TODAY'S OFFER.
THE SAME PRINTED QR.

At home, a customer might leave HOLDERCARD by the kitchen table or desk and use it as a phone stand. The printed QR can lead back to a page refreshed with current offers and ordering options.

01

USE IT AT HOME

A useful stand provides a reason to keep the ad.

02

REFRESH THE DIGITAL PAGE

One printed QR; update the linked offers online.

03

USE EXISTING LOYALTY

Link to the chain's programme, not a new card.

ONE QR PER PRINT DESIGN. TRACKED STORE VERSIONS REQUIRE SEPARATE PRINT RUNS (MINIMUM 100 EACH).

07 / THE CASE FOR RETAINED PHYSICAL ADVERTISING

LESS TO THROW AWAY. MORE REASONS TO KEEP.

An ordinary menu insert stops working once discarded. HOLDERCARD gives the advertising space a useful role between visits.

AN ALTERNATIVE TO LEAFLETS

A useful second function may reduce immediate disposal.

MORE BRAND OCCASIONS

If the card stays, the brand can appear beside the phone again.

A DIRECT ORDERING ROUTE

The QR keeps online ordering close.

HANDOUT → PRACTICAL USE → POSSIBLE RETENTION → REORDER

08 / REAL PRODUCTS, NO INVENTED QSR CAMPAIGN

A REAL PRODUCT.
A NEW QSR APPLICATION.

HOLDERCARD has documented physical production for B2B customers in other sectors. This quick-service rollout is a proposal, not a completed case.

TOYOTA AUTOART

Actual model-specific dealer campaigns in archived production records.

KAMMED

Documented medical equipment branding and repeat orders.

STALEKS

Personalised HOLDERCARD designs for international sales teams.

PRODUCTION EXAMPLES CONFIRM THE FORMAT — NOT FASTER QUEUES OR EXTRA QSR REVENUE.

Use real HOLDERCARD photography; do not claim previous orders by a fast-food chain.

09 / APPROVED UKRAINIAN CORPORATE PRICE REFERENCE

ONE FORMAT.
THOUSANDS OF BRAND MOMENTS.

Current approved Ukrainian B2B prices per branded card in EUR. Prices for other delivery markets require separate quotes.

STARTER / SINGLE-LOCATION PILOTS

QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

MULTI-LOCATION ROLLOUT

QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / QUOTE AFTER CONFIRMING FACTORY CAPACITY AND COST

Ukraine prices approved 26 Oct 2026. Delivery, applicable tax, artwork and terms agreed separately.

10 / MEASURE A RETAIL-INSPIRED QUICK-SERVICE PILOT

FIVE LOCATIONS. A CONTROLLED TEST.

Illustrative pilot: 1,000 cards across five locations (200 each). Approved Ukraine price €0.44 per card: €440, excluding freight, tax and any digital development.

01

HAND OUT

Count cards actually handed out and the conditions.

02

TRACK ONLINE ACTIVITY

Visits, basket additions and completed orders.

03

COMPARE WITH CONTROLS

Similar locations without a handout; same period.

SCANS ARE NOT PURCHASES. MEASURE INCREMENTAL RESULTS AND THE COMPLETE COST PER CONFIRMED ACTION.

11 / TURN THE NEXT HANDOUT INTO A USEFUL SERVICE

THE NEXT ORDER SHOULD BE EASY TO REACH.

Select a handout rule, publish a stable mobile destination, connect it with existing ordering and loyalty, and test whether customers choose to keep using the printed advertising medium.

UKRAINE EXAMPLE: 1,000 BRANDED CARDS / €440

DEFINE THE STORES, HANDOUT RULE, QR LANDING PAGE, ANALYTICS, ARTWORK, SAMPLE AND DELIVERY.

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