

DM postcard campaign copywriting, Domino's national franchise sales

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DM Card Extracts:

Card 1:

**Perfect pizza sauce?
It's just work, work, work.**

'Forced' tomatoes taste bland. So does their sauce. We let ours ripen naturally on their Portuguese vines, until they're sweet. Perfect for our secret recipe sauce. 'Just -so' vine-ripened tomatoes. You can taste the difference at Domino's.

Card 2:

For perfect mozzarella, we squeeze the best suppliers.

Fresh pizza demands perfect mozzarella. So we make our own, naturally. With the best milk from Welsh and Scottish herds. 100% real mozzarella cheese. You can taste the difference at Domino's.

Card 3:

**The unmistakable sign of a Dominos pizza-maker.
Squidgy balls.**

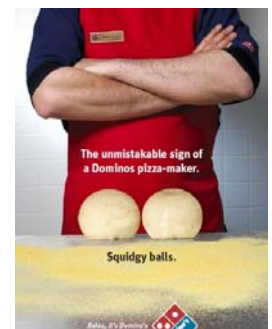
When we make pizza, the dough's fresh. It's never been frozen. Because if it was, you'd taste the difference. Squidgy balls? Absolutely. You can taste the difference at Domino's.

Card 4:

Get a taste for travel.

When it comes to ingredients, we we're a tad fussy. Our buyers only source the very best produce. And they find it, too. Wherever in the world that might be. You can taste the difference at Domino's.

For Sale. Persuasion.™



'Forced' tomatoes taste bland.

So does their sauce. That's why we let ours ripen naturally on their Portuguese vines, until they're sweet.

