

Case Study - Export 33 Sampling

POCKETvouchers

POCKETvouchers is a marketing platform delivering solutions using trackable mobile vouchers sent as text messages. These POCKETvouchers are verified in real-time at the retail outlet, using existing Manual Pan functionality to enter the unique code into the EFTPOS terminal or Point of Sale System. This allows mobile vouchers to be limited to one use and all redemption data to be fully tracked. POCKETvouchers combines mobile technology with sound marketing strategy and innovative thinking to consistently deliver effective marketing campaigns.

Background

DB Breweries were launching a new low carb lager Export 33 and wanted to drive brand awareness and trial amongst its target market. The Export brand had an existing customer database of suitable consumers already affiliated with the Export brand so it was decided this would be the key delivery channel. POCKETvouchers was engaged by Saatchi & Saatchi and DB Breweries' CRM agency Simplicity to put together a campaign to drive brand awareness and product trial for Export 33.

Campaign Objectives

- Drive trial and brand awareness for Export 33
- Deliver a high value offer to existing Export database members & encourage them to provide more personal details using Simplicity's online survey
- Use the viral spread of the campaign to drive web traffic and new database registrations through Export33.com
- Build brand awareness through an exciting and innovative campaign that drives word of mouth/ viral spread

Campaign Strategy


1. Existing Export database members who had not yet filled out the online survey were sent a POCKETvoucher for a FREE 6 pack of Export 33 at Liquorland if they filled out the online survey (limited to the first 1,500 registrations)
2. Existing Export database members who had already filled out the online survey were sent a POCKETvoucher for a "Buy 1 dozen, Get 1 free" Export 33 offer at Liquorland
3. Promote viral spread of the campaign by allowing consumers to access the survey directly through www.export33.com to receive one of the offers

Online Survey - Page 1 of 3



The only filling part about Export 33. Plug in your details below and you could win a years' supply of Export 33 - that's 52 dozen for the mathematicians out there. Not only that, we'll send you exclusive updates on the world of Export. Check out our [terms and conditions](#).

Title *	<input type="radio"/> Mr <input type="radio"/> Mrs <input type="radio"/> Ms <input type="radio"/> Miss <input type="radio"/> Dr
What's your name? *	<input type="text"/>
What's your surname? *	<input type="text"/>
What do your mates call you?	<input type="text"/>
Sex *	<input type="radio"/> Male <input type="radio"/> Female
Marital Status	<input type="text" value="Please Select"/>
Preferred email address *	<input type="text"/>
Mobile Number *	Network Code <input type="text" value="Select"/> Mobile Number <input type="text"/>
Date of Birth * <small>(d/m/yy or dd/mm/yyyy)</small>	<input type="text"/>
Where do you live?	<input type="text"/>
Delivery Address *	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Home Number	Area Code <input type="text" value="Select"/> Phone Number <input type="text"/>



Top-line Results

"FREE" POCKETvouchers sent	1,697
"FREE" Redemptions	1,011 (59.6%)
"2 for 1" POCKETvouchers sent	601
"2 for 1" Redemptions	269 (44.8%)

Export 33 POCKETvouchers

Free 6 Pack

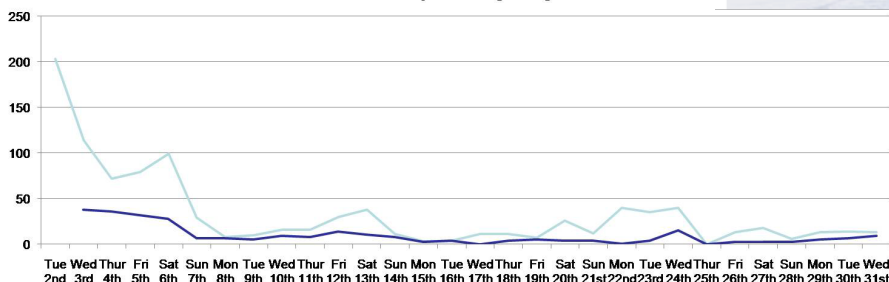
Show this POCKETvoucher @ any Liquorland & get 1xFREE Export 33 6 pack. Expires 31 December, 1 use only, call 0800 786824 for help 6394 9103 2322 5213 Exp12/08

2 for 1 Dozen

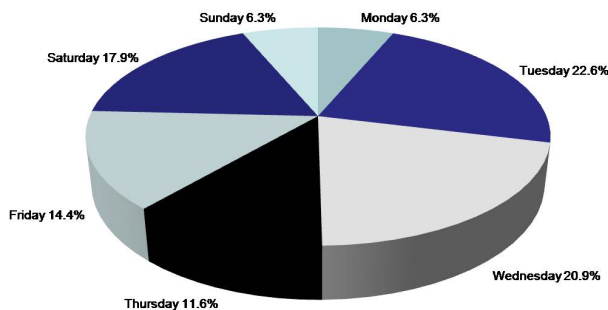
Show this POCKETvoucher @ Liquorland & get 2x Export 33 dozen for the price of 1. Exp 31 Dec, 1 use only, call 0800 786824 for help 6394 9103 2002 0023 Exp12/08

Example Reporting

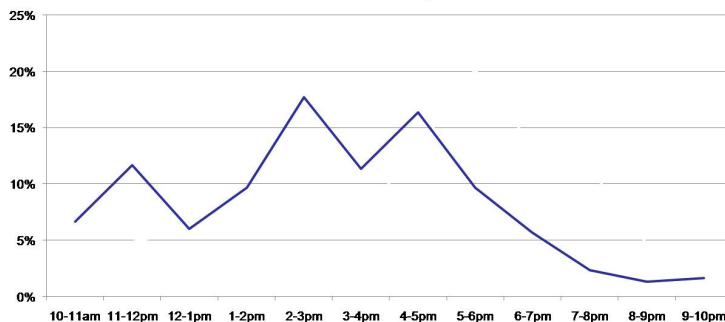
Redemption By Day



Redemptions By Day



Time of Redemption



Conclusion

This campaign was deemed extremely successful and delivered the highest redemption rate ever recorded for a Free 6 pack POCKETvoucher offer which showed the power of this targeted promotion. Combining POCKETvouchers mobile voucher technology with an online survey delivered by Simplicity allowed not only for an extremely effective sampling campaign to be delivered, but also for detailed information about existing and new customers to be collected which the Export brand can use in the future.



Database Email

Hi Mel

Want one of 1500 free Export 33 six packs? Read on...

You want it all? Have it. Export 33 is brewed 33% longer, which removes all the unnecessary sugars, making it less filling. So you get all the enjoyment and taste of a smooth satisfying beer, but without that heavy, bloated feeling. Export 33. Brewed Longer. Less Filling.

To get your hands on a 'free' 6-pack, [click here](#). All we want is a little information about you.

For more information, or to tell a friend about this superb offer, visit www.export33.com.

Cheers
Export 33

How to get your free six pack:

- [Click here](#) to answer a few questions about yourself
- When you complete the questions you'll be sent a POCKETvoucher text message which you can present at any Liquorland to receive your free 6 pack.
- Visit www.liquorland.co.nz/store-locations/ to find the most convenient store.
- Enjoy this superb drop!

