

# Liquorland Case Study - May 2007 to April 2010

## POCKETvouchers

POCKETvouchers is a marketing agency who deliver 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 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.

## Liquorland

Liquorland was the first retail partner that signed on to accept POCKETvouchers and has experienced strong results since the first promotional campaign was run in June 2007. Liquorland has 72 franchised specialist liquor stores around the country from Kerikeri to Invercargill.

## Retailer Integration & Training

To allow Liquorlands to verify POCKETvouchers their EFTPOS terminal information needed to be uploaded to the POCKETvouchers database. This is readily available information and could be supplied by Liquorland's head office meaning individual franchised stores did not need to be visited.

A new Payment Type was also set up in the Liquorland national Point Of Sale (POS) system to allow POCKETvoucher transactions to be reported separately. This was also executed at a head office level and did not require any in-store work, and allows stores to reconcile redemptions within their POS system

Once this technical integration had taken place each franchisee was supplied with a background document on POCKETvouchers and a "How to redeem a POCKETvoucher" sticker to place near their till. They were also given a test code to allow them to run through the process and assist with staff training. POCKETvouchers operates an 0800 number support line allowing Liquorlands to get continued assistance for redeeming POCKETvouchers.

## Overall Campaign Results

Liquorland has worked with key liquor suppliers to deliver over 20 POCKETvoucher campaigns since May 2007. The campaigns have not only delivered exceptional results for the individual brands but have delivered strong foot-traffic and incremental sales for the Liquorland franchise.

Liquorland Marketing Manager Angela Hurst says "POCKETvouchers is a fantastic mechanism to drive people in store as it prompts a real call to action. These are often customers who have not shopped at Liquorland stores before so it's an opportunity to convert them to shop with us in future and we are always impressed with the redemption rates and incremental sales the POCKETvoucher campaigns generate."

## Liquorland Results: May 2007 - April 2010

Foot-Traffic Driven	18,796 Redemptions
"FREE" Redemptions	14,065
- Average redemption Rate	= 41%
- Highest redemption Rate	= 59%
- Lowest Redemption Rate	= 28%
"2 for 1/ Dollar Off" Redemptions	4,731
- Average redemption Rate	= 23%
- Highest redemption Rate	= 45%
- Lowest Redemption Rate	= 11%
"2 for 1/ Dollar Off" Incremental Sales Total Exposure (POCKETvouchers sent)	\$75,916 (on qualifying purchase) 54,873

### EXAMPLE POCKETvoucher

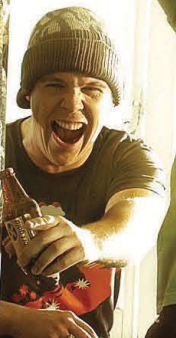
#### MESSAGE 1

Show this  
POCKETvoucher @  
Liquorland 2 get  
2xExport Gold 15  
packs 4 the price of 1.  
Expires 16 Dec  
2007@6pm. Call  
0800786824 4 help  
6394 9104 3244 2433



Standard Drinks  
Know how much alcohol you're really drinking

# MAKE A QUICK HUNDY!



KEEP THE CRICKET GAMECARD INSIDE EXPORT GOLD 15 AND 24 PACKS TO **WIN CASH**

PLUS, WE'RE GIVING AWAY \$100,000 EXPORT GOLD RIGHT NOW

**TEXT EXPORT TO 393 & GET A "2 FOR 1" EXPORT GOLD 15 PACK POCKETVOUCHER SENT TO YOUR MOBILE**

FIRST 3,000 TEXTS ONLY. REDEEMABLE AT LIQUOR LAND UNTIL 16/12/2007, 18+ READERS ONLY, 1 POCKETVOUCHER PER MOBILE NUMBER, TEXTS COST \$0.20



**BE IN TO WIN CASH**

Hold on to this Gamecard until the date of this dated match below. Grab your nearest and watch to see if the NZ cricket player named on this Gamecard scores the required runs or more. Then send in your claim form and you'll win the cash amount shown if you missed the match last time. Unique code below to "2434" cost \$0.20 cents.

www.exportgold.com to see if you have WON! Text to 393 & cost \$0.20 cents.

NZ Cricket vs England February 15th 2008

**MATCH:** NZ CRICKET PLAYER: **BATTURAN 1**

**REQUIRED RUNS:** 100

**CASH PRIZE:** \$100

**UNIQUE CODE:** NKG1354

THIRSTY? export yourself

## Results Snapshot

2 for 1 POCKETvouchers sent	3,000
2 for 1 Redemptions	1,338 (44.6%)
Consumer opt-ins	1,207 (33%)
Sales value	\$22,968.15 in 1 week!