

POCKETvouchers

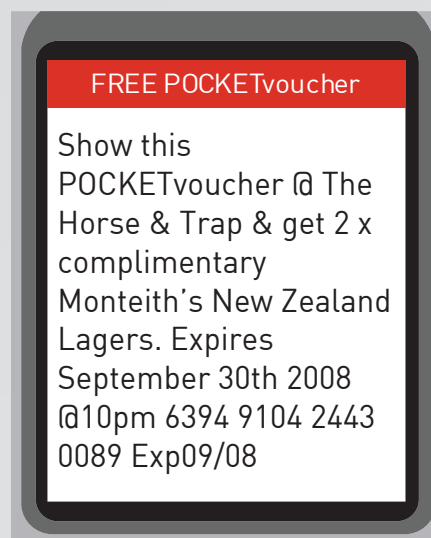
POCKETvouchers are a mobile marketing company focused on driving foot-traffic, trial and sales using mobile vouchers. POCKETvoucher SMS vouchers are verified in real-time at the retail outlet through either the EFTPOS terminal or integration with Point of Sale software. This allows vouchers to be limited to one use and all redemption data to be fully tracked. POCKETvouchers combine mobile technology with marketing services to consistently deliver campaigns that work.

Background

Idealog Magazine, a bi-monthly national business and entrepreneurship magazine, was running a feature article on POCKETvouchers and wanted to include a compelling POCKETvouchers offer as a way to showcase the POCKETvouchers mechanic to its readers. Monteith's saw this as an excellent opportunity to drive trial of its New Zealand Lager product among the target market by including a call to action in the POCKETvouchers article.

Campaign Objectives

- Drive trial and brand awareness of Monteith's New Zealand Lager.
- Deliver a high value offer to Idealog readers.
- Build awareness of POCKETvouchers and the POCKETvouchers mechanic
- Drive foot traffic into Monteith's Craft Bars whilst providing relevant insights into consumer behaviour through the campaign reporting.



Campaign Strategy

A side panel was included with the POCKETvouchers article outlining the offer and how readers could engage with it. POCKETvouchers POCKETresponse platform was used allowing Idealog readers to simply text in a KEYWORD to receive a POCKETvoucher for 2 complimentary Monteith's NZ Lagers which they could redeem at any one of 15 participating Monteith's Craft Bars around the country. Different KEYWORDS were used for each bar so that all requests and redemptions could be tracked and full reporting provided for each bar as well as across the entire campaign.

There were a limited number of POCKETvouchers to be sent out per bar with each consumer receiving 2 complimentary Monteith's New Zealand Lagers when they presented their POCKETvoucher text message. The Idealog issue hit the shelves in late August and the POCKETvouchers were valid until the end of September.

Magazine Insert

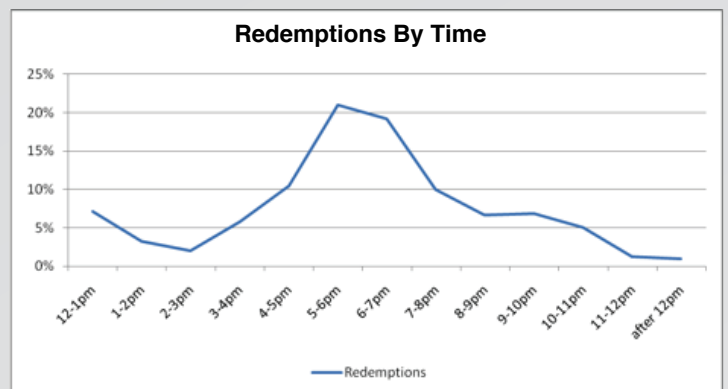
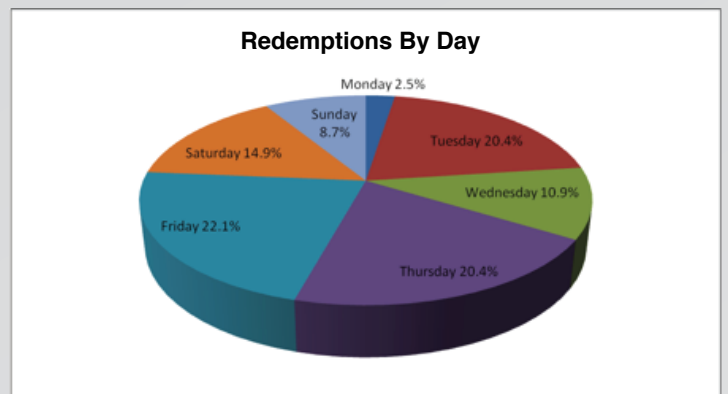
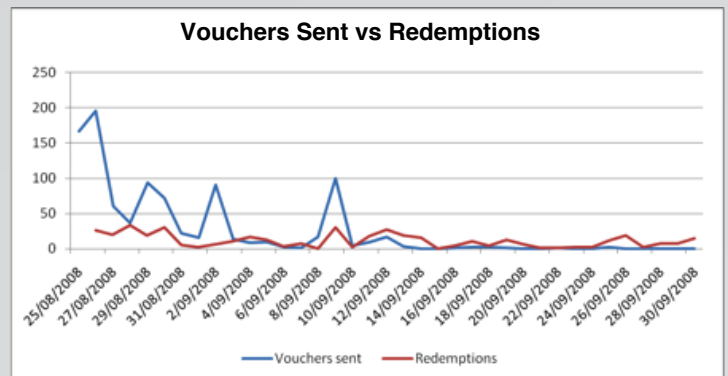


Our shout

Here's your opportunity to test the POCKETvouchers system. We have \$10,000 worth of award-winning beer to offer thirsty Idealog readers: just text the name of your favourite Monteiths Concept Bar from the 15 fine venues below to 393, and POCKETvouchers will send you a voucher for two complimentary bottles of international award-winning Monteiths New Zealand Lager. Please note you must be 18 years or older, the giveaway is limited to the first 50 texts per bar, and text messages cost 20c each. Limited to one POCKETvoucher per person and valid until September 30, 2008.

- Text BASALT to 393 for Basalt, Howick, Auckland
- Text HORSE to 393 for The Horse & Trap, Mt Eden, Auckland
- Text DRAKE for The Drake, Freemans Bay, Auckland
- Text VILLAGER to 393 for The Villager, Remuera, Auckland
- Text MALT to 393 for Malt, West Lynn, Auckland
- Text RAMP to 393 for The Loading Ramp, Havelock North
- Text BREWERS to 393 for The Brewers Apprentice, Palmerston North
- Text TASTING to 393 for The Tasting Room, Courtenay Place, Wellington
- Text OCCIDENTAL to 393 for The Occidental, Lambton Quay, Wellington
- Text GENERAL to 393 for the General Practitioner, Willis Street, Wellington
- Text NO4 to 393 for No4, Christchurch
- Text TAP to 393 for The Tap Room, Christchurch
- Text MONTYS to 393 for Montys, Queenstown
- Text CRAFT to 393 for The Craft Bar, Dunedin
- Text KILN to 393 for The Kiln, Invercargill

Reporting Snapshot



Campaign Results

POCKETvouchers sent	948
POCKETvouchers redeemed	402 (42.5%)
Average POCKETvouchers sent	63 per bar
Average POCKETvouchers redeemed	27 per bar

Conclusion

Whilst on a small scale this campaign was deemed extremely successful with an excellent level of response from Idealog readers and high redemption rates showing that consumers were engaging with the offer to receive a POCKETvoucher to their mobile and then going through to actually redeem at the participating bars.

The wide range of reports also delivered strong insights into the behaviour of the target market and the effectiveness of this type of offer for engaging consumers. With over 800 product samples being delivered and consumer interaction with over 900 people within the target market, the campaign delivered good trial and brand awareness as well as driving foot traffic for the Monteith's Craft Bars.