

Interactive Promotions Case Study

Campaign: *Jack's Big Rip Off*

Client: Dr Pepper Snapple Group

Account: Jack in the Box

Demo Link: <http://www.brandmovers.net/demos/jacksbigripoff/>

Objective:

Create an account specific web promotion for Dr Pepper's client, Jack in the Box Restaurants. The promotion had to include (1) an instant win; (2) a viral 'just for fun' game; (3) User generated content components, (4) an HTML email campaign for the duration of the program, and (5) social media tags.

Solution:

Millions of cups were printed with alpha numeric codes and distributed across markets with TV spots, in-store POP, online media, and other elements supporting. Entrants entered their code to find out if they were an instant winner. Instant winners could upload their photo and story to a winner gallery while a "Winner a Week" was randomly drawn and awarded an Ultimate Game Room experience from Dr Pepper, Electronic Arts (EA), and GameStop.

A bejeweled-style game called *Jack's Big Stack* was developed using branded assets to create viral spread and for tagging across social media networks to drive instant win participation.

Results

The promotion and corresponding game site garnered millions of media impressions, six digit participation rates, and overwhelmingly positive consumer feedback from the UGC element.

