

Interactive Promotions Case Study



Campaign: 3PM Snack Down Cash Challenge

Client: Ryan Partnership

Brand: Wrigley EXTRA long lasting chewing gum

Demo Link: <http://3pmsnackdowncash.com/>

Objective:

Activate major grocer and drug channel retailers with an enhanced 2010 promotion combining the excitement and gratification of an instant win game with the flexibility and choice of a catalog-style rewards program in which consumers pick their own prizes.

Solution:

Ryan Partnership turned to Brandmovers to execute the complex campaign because of our proven technology back-end. A redemption micro-site and database were developed to house winning codes via API interface and later used by winners to redeem for a range of prizes by category and point level.

Winners had the ability to view their accounts, search and view available prizes, initiate redemption activity, view point balances and even had the option to “top up” their account via a Pay Pal application.

Results

Double the number of accounts were activated versus 2009 program with 50% of visitors returning to the site 2 or more times, with approximately 30% returning 5 or more times.

