

Interactive Promotions Case Study

Campaign: *Save Your Food With Ziploc Challenge*

Client: SC Johnson

Demo Link: http://ganaconziploc.com/index_s.php

Objective:

Develop an online advergame with an instant win component to engage and educate Hispanic consumers about the Ziploc family of brands; distribute trial coupons; and, drive lead acquisition by offering consumers a chance to win relevant prizes.

Solution:

Brandmovers developed the “*Save Your Food with Ziploc Challenge*” in which consumers played a time management game for a chance to win \$5,000 towards a kitchen makeover PLUS a chance to instantly win other prizes. Entrants had to find various food items in the refrigerator then drag and drop them into the virtual Ziploc bag before running out of time! Each level became progressively more difficult while educational factoids about the Ziploc line of products appeared between rounds. Upon completion of the game, Entrants moved to the final instant win “scatch and match” round for a chance to win more prizes.

Results:

The promotion leveraged Ziploc’s national advertising campaign and was supported with targeted online media and on pack support. The site received quadruple the number of projected registrations and allowed SC Johnson to expand its database and coupon distribution to a highly targeted audience.

