

Case Study: Beer Brand Live Promoter Campaign

Company:

The company in question is an international, big-name beer brand.

Objective

The brand approached uWINa with the goal of increasing their database through a live promoter campaign, whereby customers would purchase their product and enter a branded competition.

uWINa game type:

The brand chose the Scratch & Win card for their gamified campaign.

Activation days:

The campaign ran for fifteen days in June and July 2018, and was activated in nine different outlets.

Entry mechanic:

To enter the competition, parties needed to purchase the product in-store, verify the purchase with the in-store promoter, and play the Scratch & Win game on the promoter iPad.

Outcome:

The outcome of the live promoter campaign was 3408 plays in total, with 1458 of the players' details being submitted. And of this selection, 450 of the players opted in.

Conversion rate:

The conversion rate was an impressive 30,86%.

Prizes:

The brand gave away 36 club ice buckets, 58 club gym bags, and 108 club jerseys.