

Best Use of Direct Marketing in a Promotion Campaign



GLOBE

Campaign Title:
**Tetley Halloween
Ambassador Program**

Agency:
**FUSE Marketing Group
Canada**

Client:
Tetley



Overview

Tetley is Canada's undisputed market leader in the tea category in both regular and specialty tea. Innovation has helped the brand maintain this position. 2008 was no exception; Tetley introduced a new tea, unique in its exotic and full flavour: Tetley Red tea. Roiboos, as it is commonly known, is healthful and antioxidant-rich making it a perfect fit for the Tetley family.

Tetley knew that tasting Red was key to converting new drinkers to the product. However, reaching consumers and encouraging trial of this virtually unknown flavour was a challenge given that marketing initiatives and the extremely tight budget were focused primarily on awareness.

The agency was challenged with generating trial of the new product in the most cost-effective and efficient way possible.

Competition in the tea category is exceptional. Although Tetley is a category leader, there is significant clutter in terms of messages, brands and price points. Many specialty brands have entered the category lately in addition to the expanding list of skus from major, store and coffee shop brands. Tetley needed to leverage its reputation and leadership position among its consumer base to motivate trial of the new product. The Objective. Encourage trial of 12,500+ samples

Strategy

Develop a brand ambassador program, built on a key insight: consumers will reward a brand's trust in them with an even greater commitment to the brand. We knew that Tetley Red tea was a great product. We knew that we could rely on loyal Tetley consumers to become advocates and

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distributors of Red if they were offered the opportunity. All that was needed was a plan to bring them on board.

With Halloween on the way, an ideal opportunity for a cost-effective distribution and word-of-mouth campaign was clear. It was the once day of the year that friends and neighbours were literally knocking on Tetley Ambassadors' front doors.

Tetley has been building a database of consumers for the past 5 years. This database had not been mined extensively in the past. Using the data available, the agency identified a group of registrants who were:

- Confirmed Tetley drinkers
- Loyal to Tetley (vis a vis their reported behaviour)
- Average response rates for email: 5-10% response to each of the initial request and survey
- Demonstrated an interest in trying new products

Program Description

Make the Tetley Ambassador's home the destination on the block that friends and neighbours will remember on Halloween night. As kids got a treat in their bag ... mom got a treat in hers! A one-week trial size box of Tetley Red tea.

There were three phases to the program:

- In early October an email was sent to 3,500 Tetley consumers in urban Toronto, Calgary & Vancouver, inviting them to participate in the Halloween Ambassador program. A contest overlay (win a \$1000 gift card) was included to motivate response.
- When all responses were in, a second email confirmed participation and mailing address. Fifty trial size boxes of Tetley Red, each with seven bags plus a coupon, were delivered to the Brand Ambassadors several days before Halloween. Tetley simply asked that Brand Ambassadors try Tetley Red and share the samples with their neighbours. As a thank-you, Brand Ambassadors were also given a full size canister of Tetley Cinnamon Spice Herbal Tea.
- Post-Halloween a follow up email was sent encouraging feedback via an online survey. Respondents to the survey would be entered into the \$1,000 gift card sweepstakes.

The Results

UNBELIEVABLE response! Tetley wasn't ready for the overwhelming support and response from their loyal consumers.

- Participation was 350% above goal, with 1,125 participants versus objective of 250.

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- 32% response to email invitation – by far exceeding any direct response benchmarks for response of 5 – 10% among existing consumers.
- 56,000 samples distributed to parents and grandparents walking their children on Halloween night. 78% above expectations!
- 80% of respondents to the 3rd email completed the survey! Well above the 10% typically expected in direct response.
- Responses indicated strong word-of-mouth buzz from this activity - 87% indicated they would recommend the product to a friend.

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Silver

BIG BANGLE PROMOTION

Campaign Title:
The Big Bangle Promotion

Agency:
Tequila India

Client:
GoldPlus from TATA



The Big Bangle Promotion for GoldPlus from TATA was executed between July 2008 and November 2008 and was a resounding success both in boosting brand recall as well as improving sales volume.

The Big Bangle was essentially the creation of the world's biggest gold bangle, weighing 24.5 kgs and 6 feet in diameter. It was unveiled post a much publicized on road event that had people participating in 'guess-the-weight' contests and being exposed to teaser communication through town-to-town display vans.

After its unveiling in Erode, in Tamil Nadu, India, the Gold Bangle subsequently traveled to 17 towns, covering more than a million people. 300,000 people participated in predict-the-size contest and 50,000 people took photographs with the world's biggest gold bangle, generating a quarter million personalized post cards.

Media coverage worth 20 million Indian Rupees was generated, reaching an estimated 60 million people, both national and international. The bangle also entered the Limca Book of Indian Records, the Indian equivalent of the Guinness Book. The payoff for Gold Plus from TATA was a jump in awareness from 53% to 87% and a sales improvement of an astounding 77% over the same period in the previous year.

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Bronze

Campaign Title:
**Smirnoff Secret Party
Wristband Mailing**

Agency:
**The Marketing Store
Sydney
Australia**

Client:
Diageo



Overview

The Smirnoff Secret Party Wristband mailing turned event ticketing, a typically administrative function into a fully engaging experiential target audience journey. The strategy we used to distribute tickets to our event was innovative, original and delivered maximum conversion.

Background

Building on the success of their global Experience platform, Smirnoff Australia launched a promotion in 2008 to win tickets to a Secret Party. Based on the insight that Smirnoff consumers love the thrill of the unknown and crave unexpected experiences, hosting three Secret Parties in Sydney, Brisbane and Melbourne was the perfect way to drive brand engagement via intrigue and subsequently reward.

Objectives

1,090 prize winners nationally each received a double pass to the event in their state. Given that winners couldn't know the party locations until the night, our objective was to ensure that every consumer to win a pass to one of the Secret Parties remained engaged, enjoyed the journey and actually attended the event.

The greater objective of the campaign and event was to create excitement and relevance around the Smirnoff brand amongst an audience typically difficult to engage through more traditional media and approaches.

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Campaign Strategy

Our target audience (Smirnoff Experience Secret Party winners) had been taken on a 6 month journey via various media channels with slow reveals and teasers alluding to what the parties might include.

They were constantly reminded that “the only way in is to win” in order to drive sales and competition entries.

Our strategy was to fully engage these lucky few winners even more. We didn’t just send them their tickets or put their names on a guestlist. We continued their journey into the unknown. We sent winners a fully interactive, multimedia device that would not only get them into the event on the night, it would explain every step of the process that they needed to follow to even find the event.

Promotional Concept

First winners were sent an SMS with the news that they’d won, along with the instruction to look out for an unmarked package in the post. The black, unbranded packages subsequently appeared through letter boxes within two weeks. Inside was a premium, rubber wristband with a Smirnoff logo printed onto the front.

When consumers removed the wristband from the package they found that a USB hub had been embedded into the rubber. A printed message accompanied the wristband, simply instructing winners to insert the USB into their computers to continue their journey. As soon as the USB had been activated, a program would automatically open with an animated viral teaser about the event. After the animation, the winner was taken to a file with clear instructions on what they needed to do to get to the party. Most importantly, they were instructed to disconnect the USB wristband and wear it to the party – this would be their ticket into the event.

Campaign Execution

All artwork, typography and illustration on the digital files loaded onto the USB followed the campaign style guide to drive maximum relevance, cut through and awareness for recipients. The animation was set to a soundtrack performed by one of the artists who would be playing on the night, subliminally providing a teaser for the as yet unrevealed acts. During the animation, winners were told to proceed to a certain area at a certain time in the relevant city that they had won tickets in, with their wristband, some cash and their mobile phone.

A PDF document was loaded onto the USB with instructions of where winners needed to go as well as the list of things they needed to bring. At a specific time on the night of the event an SMS was broadcast to winners releasing the address of the venue. Winners were then able to walk to the venue and show their wristband to gain entry to the event.

The Smirnoff Secret Party Wristband Mailing connected with our target via a myriad of media including Direct Mail, animation, SMS and even using PDF’s. During a campaign full of secrets, it was felt necessary to supply a tangible piece of communication to winners, which they could interact with, use and then keep.

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Campaign Results

This strategy added value to the actual event lending an “underground” “in the know only” aspect to proceedings. Wristbands became gold dust once consumers realised that having one would be the only way of getting into the event. So much so that one was sold on Ebay for \$700.

Consumers were highly engaged by the USB wristbands and subsequently the attendance levels at each event were near capacity.