

FMCG Brand

Case Study

Context

A prominent FMCG brand in the international foods category wanted to incentivise purchase of their products and reward loyal customers.

Objectives

- > Reward loyal customers
- > Drive new sales through brand switching
- > Customer Segmentation
- > Brand and Product Awareness

Encourages repeat purchase and brand engagement

Solution

Purchase to Enter

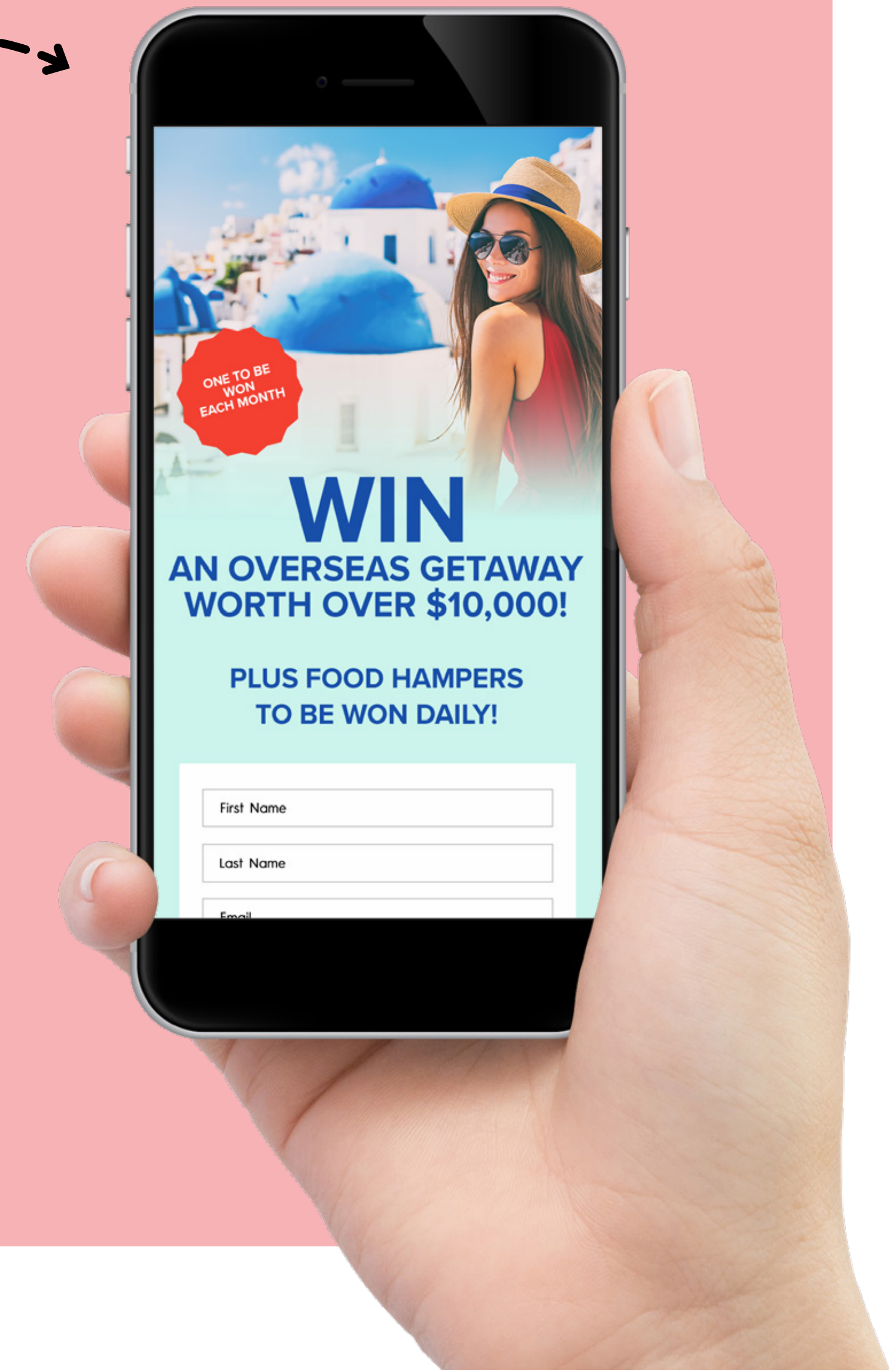
Customers purchase two products in a single transaction and enter their details online with a photo of their receipt for their chance to win.

Why Purchase to Enter?

- Spark an uplift in sales
- Incentivises product purchase
- Rewards and encourages repeat purchase and brand loyalty
- In-store consideration (brand switching)

Incentive

Monthly prizes of an overseas trip plus daily prizes of product packs.



Purchase to Enter

Peazie

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Deliverables

- > Promotional microsite built to strict brand guidelines
- > Proof of purchase (receipt) upload functionality
- > Media tracking links
- > “Product Purchased” searchable form field
- > FAQs page
- > Additional form with ‘Contact Us’ functionality
- > Campaign performance optimisation advisory and support
- > Access to Peazie Platform with live campaign performance analytics
- > Post-campaign report with insights and recommendations

Channels used to drive traffic

- > On-pack promotional stickers
- > POS assets
- > Digital media

over
28,000
microsite
visits

50%
unique
marketing
opt-in rate

18%
repeat
purchase

Insight

The brand was able to get an understanding of people’s purchase habits and product preferences while creating a positive and engaging brand experience.

Peazie’s Purchase to Enter functionality allows brands to incentivise and reward purchase of their product