



RETAIL ENTER-TO-WIN CAMPAIGN

When a retail store suffered low foot traffic and key product sales, we were engaged to improve the business outcomes. What resulted was an unforeseen buzz and Telstra Store Success continued to enjoy a flow-on effect well beyond the campaign end date.

The Target

High propensity of families and a strong 'work hard, play hard' segment within catchment

The Background

The store was looking to develop a campaign to assist in hitting product targets from Telstra and increase foot traffic in-store

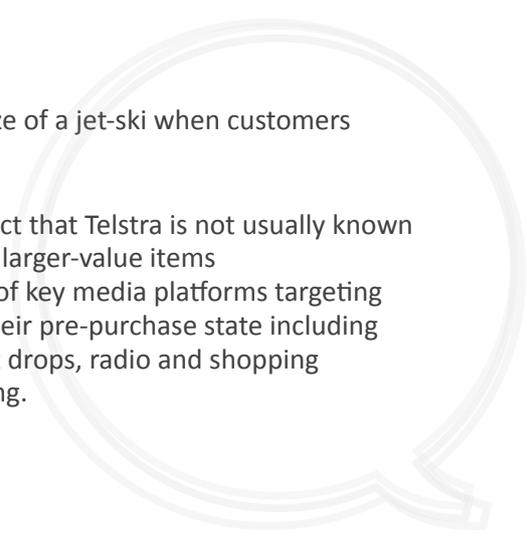
The Challenge

- Store's key product targets were not being met
- Centre renovations impacting customer patronage within the shopping vicinity
- Store itself suffering downturn in foot traffic
- The prize needed to appeal to both families and 'work hard, play hard' customer segments

The Strategy

To develop a multi-platform enter-to-win competition with a high-value prize of a jet-ski when customers purchase key products.

- Feature a unique prize suited to target segments to generate excitement around the campaign
- Drive buzz and attract shoppers to go in-store
- Utilise target market-specific media channels to promote campaign in the store's local area
- Huge novelty factor of having the actual jet ski displayed in the front of the store
- Leverage the fact that Telstra is not usually known for giving away larger-value items
- Utilise a range of key media platforms targeting customers in their pre-purchase state including press, letterbox drops, radio and shopping centre marketing.





Some of the campaign artwork:

MAKE SOME WAVES WITH TELSTRA STORE SUCCESS
 CONNECT TO ANY 24-MONTH BUNDLE FOR YOUR CHANCE TO WIN A SEA-DOO® JET SKI

Go in the draw for your chance to win a Sea-Doo® GTI™ 130 Personal Waterscraft worth \$15,990 RRP when you connect to any new 24-month Bundle at Telstra store Success. Connect in-store and complete the entry form by 20 July 2013 for your chance to win.

You'll also score a Dunkler Trailer, 3 Sea-Doo life jackets, 12 month* registration and 2 years* warranty. That's a total prize package of \$18,660 RRP.

Get connected today at Telstra store Success to be in the draw.

OFFER EXCLUSIVE TO TELSTRA STORE SUCCESS
 Telstra store Success
 Cockburn Gateway Shopping City
 PH: 9499 3777

IT'S HOW WE CONNECT



Press Advertisement

CONNECT TO ANY 24-MONTH BUNDLE FOR YOUR CHANCE TO WIN A SEA-DOO® JET SKI

HURRY, ENTRIES CLOSE 20 JULY 2013

IT'S HOW WE CONNECT



Offer exclusive to Telstra store Success. Ask in-store for more details.

IT'S HOW WE CONNECT

Pull Up Banner

The Result

The promotion produced an enthusiastic reaction from customers, resulting in a 3:1 return on investment for the client along with a boost in post-campaign sales and enhanced store awareness.



Unforeseen excitement surrounding the competition



Uplift of 160% in key product sales



Store traffic improved in the months following the campaign



Customers still regularly mention campaign to staff in store



Achieved bonus payment on key product



ROI generated by campaign was 3:1

For more information on how TLS Marketing could help your business, contact John today.

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