



TLS MARKETING  
MARKETING MADE EASY

# 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.

