

## POCKETvouchers

POCKETvouchers are a mobile marketing company focused on driving foot-traffic, trial and sales using mobile vouchers. POCKETvoucher SMS vouchers are verified in real-time at the retail outlet through either the EFTPOS terminal or integration with Point of Sale software. This allows vouchers to be limited to one use and all redemption data to be fully tracked. POCKETvouchers combine mobile technology with marketing services to consistently deliver campaigns that work.

## Background

DB Breweries were launching a new low carb lager Export 33 and wanted to drive brand awareness and trial amongst its target market. The Export brand had an existing customer database of suitable consumers already affiliated with the Export brand so it was decided this would be the key delivery channel. POCKETvouchers was engaged by Saatchi & Saatchi and DB Breweries' CRM agency Simplicity to put together a campaign to drive brand awareness and product trial for Export 33.


## Campaign Objectives

- Drive trial and brand awareness for Export 33
- Deliver a high value offer to existing Export database members & encourage them to provide more personal details using Simplicity's online survey
- Use the viral spread of the campaign to drive web traffic and database new registrations through www.export33.com
- Build brand awareness through an exciting and innovative campaign that drives word of mouth/ viral activity

## Campaign Strategy

1. Existing Export database members who had not filled out the online survey were sent a POCKETvoucher for a FREE 6 pack of Export 33 at Liquorland if they fill out the online survey (limited to the first 1,500 registrations)
2. Existing Export database members who had filled out the online survey were sent a POCKETvoucher for a "Buy 1 dozen, Get 1 free" Export 33 offer at Liquorland
3. Allow viral spread of the campaign by allowing consumers to access the survey directly through www.export33.com to receive one of the offers

## Online Survey – Page 1 of 3



**The only filling part about Export 33. Plug in your details below and you could win a years' supply of Export 33 - that's 52 dozen for the mathematicians out there. Not only that, we'll send you exclusive updates on the world of Export. Check out our [terms and conditions](#).**

**Title \***  Mr  Mrs  Ms  Miss  Dr

**What's your name? \***

**What's your surname? \***

**What do your mates call you?**

**Sex \***  Male  Female

**Marital Status**

**Preferred email address \***

**Mobile Number \***


**Date of Birth \***  
(d/m/yy or dd/mm/yyyy)

**Where do you live?**

**Delivery Address \***

**Home Number**

**Area Code**  **Phone Number**



# Top-line Results

"FREE" POCKETvouchers sent	1,697
"FREE" Redemptions	1,011 (59.6%)
"2 for 1" POCKETvouchers sent	601
"2 for 1" Redemptions	269 (44.8%)

# Export 33 POCKETvouchers

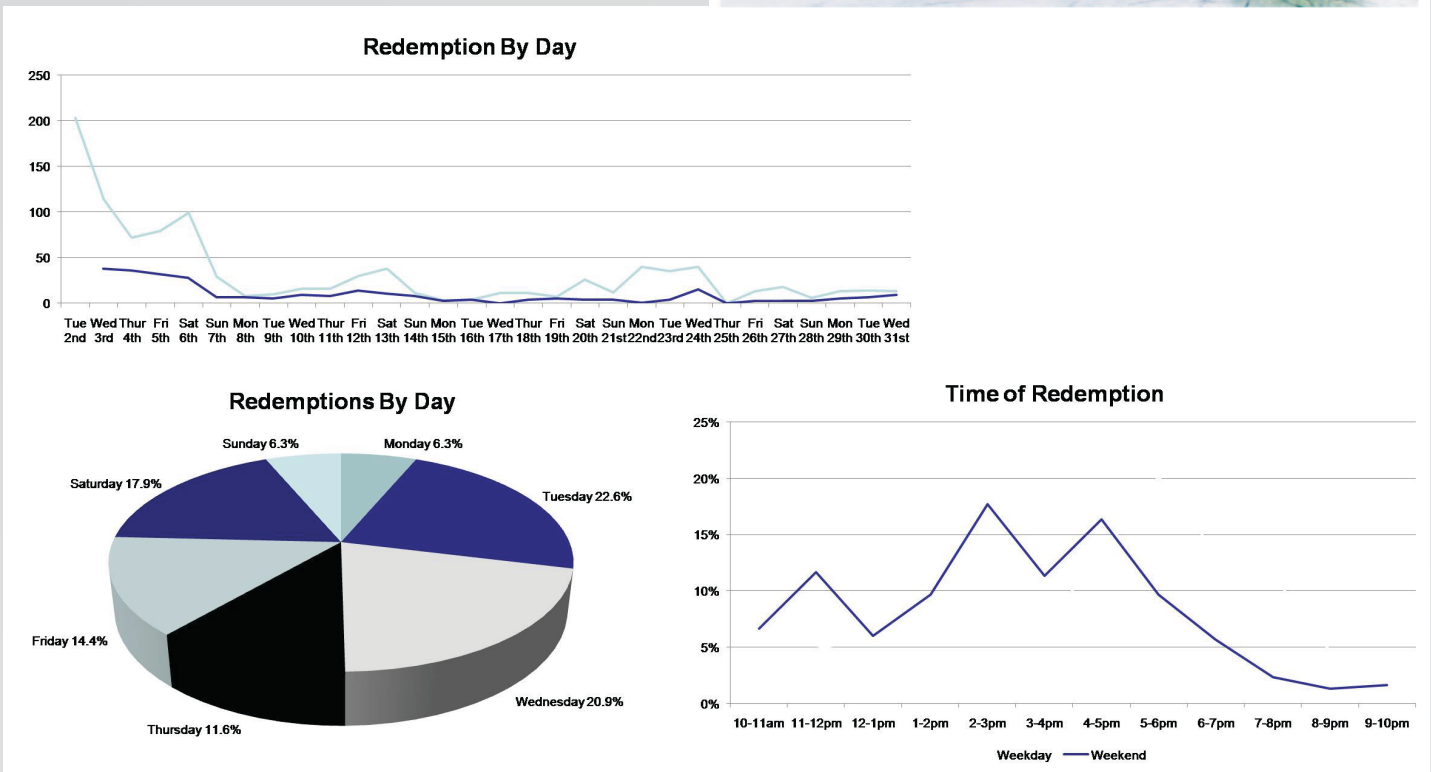
**Free 6 Pack**

Show this POCKETvoucher @ any Liquorland & get 1xFREE Export 33 6 pack. Expires 31 December, 1 use only, call 0800 786824 for help 6394 9103 2322 5213 Exp12/08

**2 for 1 Dozen**

Show this POCKETvoucher @ Liquorland & get 2x Export 33 dozen for the price of 1. Exp 31 Dec, 1 use only, call 0800 786824 for help 6394 9103 2002 0023 Exp12/08

# Example Reporting



# Conclusion

This campaign was deemed extremely successful and delivered the highest redemption rate ever recorded for a Free 6 pack POCKETvoucher offer which showed the power of this targeted promotion. Combining POCKETvouchers mobile voucher technology with an online survey delivered by Simplicity allowed not only for an extremely effective sampling campaign to be delivered, but also for detailed information about existing and new customers to be collected which the Export brand can use in the future.



# Database Email

Hi Mel

**Want one of 1500 free Export 33 six packs? Read on...**

You want it all? Have it. Export 33 is brewed 33% longer, which removes all the unnecessary sugars, making it less filling. So you get all the enjoyment and taste of a smooth satisfying beer, but without that heavy, bloated feeling. Export 33. Brewed Longer. Less Filling.

To get your hands on a 'free' 6-pack, [click here](#). All we want is a little information about you.

For more information, or to tell a friend about this superb offer, visit [www.export33.com](http://www.export33.com).

Cheers  
Export 33

How to get your free six pack:

- [Click here](#) to answer a few questions about yourself
- When you complete the questions you'll be sent a POCKETvoucher text message which you can present at any Liquorland to receive your free 6 pack.
- Visit [www.liquorland.co.nz/store-locations/](http://www.liquorland.co.nz/store-locations/) to find the most convenient store.
- Enjoy this superb drop!