

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.

The Light 'n' Tasty On Pack Promotion

Light 'n' Tasty breakfast cereal wanted to deliver an on-pack promotion that increased sales through all channels whilst engaging their target audience. The search to find a promotional concept that could drive repeat sales drove them to engage POCKETvouchers to develop a campaign using their trackable mobile voucher technology.

POCKETvouchers worked with promotional agency Below The Line and mobile marketing agency The Hyperfactory to develop a mechanic where Light 'n' Tasty packs could have a promotional sticker applied which included a unique code that could be entered via SMS or through the Light 'n' Tasty website. Each code was given a value (SKU dependant) which could be accumulated over time and then "cashed in" as a POCKETvoucher to be spent at a partner retailer.

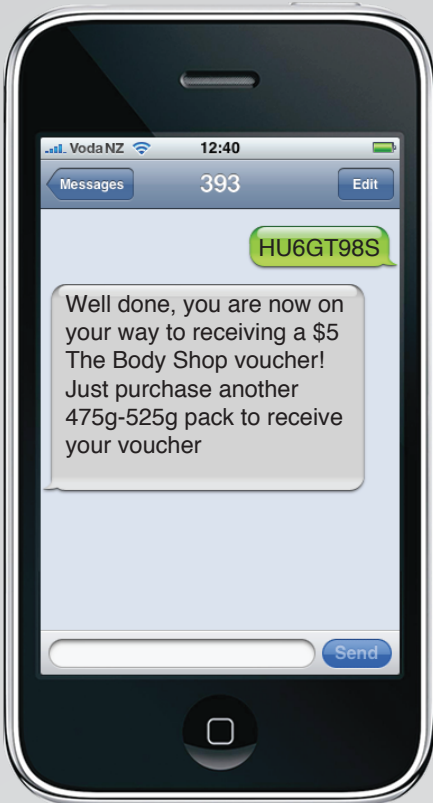
For this promotion Light 'n' Tasty approached The Body Shop to be their partner retailer because of a perceived fit between their target audience and brand values, and due to the fact that The Body Shop had a good spread of stores throughout New Zealand. POCKETvouchers managed the integration and staff training for all The Body Shop outlets 2-3 weeks prior to the promotion launching and due to POCKETvouchers use of the EFTPOS network for validating vouchers minimal development or integration was required from The Body Shop.

During the promotional period consumers could continually enter unique codes from marked Light 'n' Tasty packs and were given a running total of their accumulated value (see visuals on next page). At any time the consumer could respond via SMS the word "CASH" which would then trigger a POCKETvoucher for their accumulated value to be sent to their mobile within minutes. This POCKETvoucher could then be redeemed at any The Body Shop store and consumers could continue to enter codes off marked packs with their balance starting again at \$0.

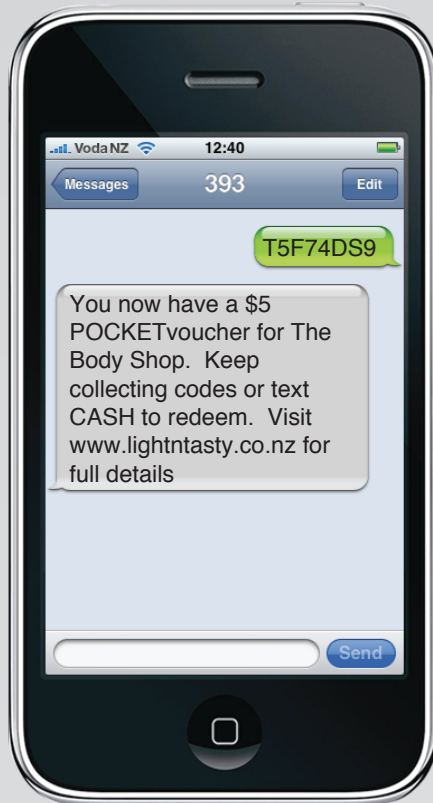
Light 'n' Tasty Results Summary

- Over 11,000 entries via SMS and web
- 3,000 POCKETvouchers sent with values ranging from \$5 to \$100
- Average redemption rate of over 60% on all POCKETvouchers sent
- The average consumer who engaged in the promotion entered unique codes from 2.5 Light 'n' Tasty packs

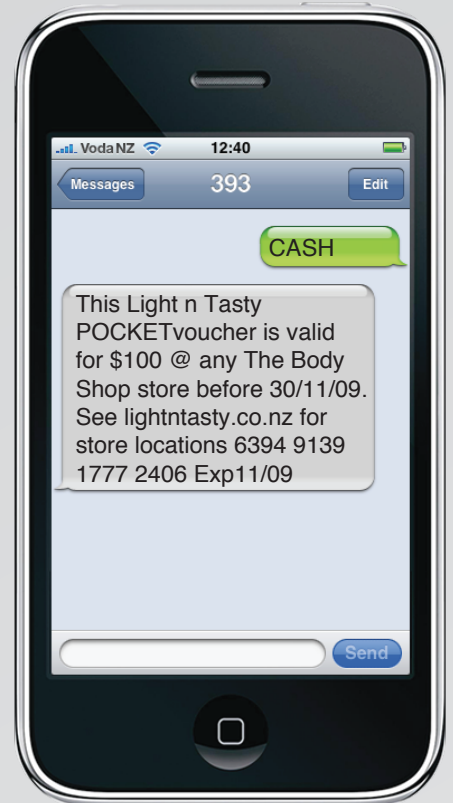
Initial Entry



Subsequent Entry



POCKETvoucher



THE HEALTH FOOD COMPANY
Sanitarium

Light 'n' Tasty

Home **Online Registration**
How to Claim/Redeem **FAQ** **The Body Shop**
NZ Store List **Terms and**
Conditions

It's so easy to redeem!
BUY promotional
packs of
Light 'n' Tasty™
then txt or enter
your code(s) online
to get **FREE**
THE BODY SHOP vouchers
sent to
your mobile

Plus WIN **THE BODY SHOP**
be in to **1 of 10 shopping**
sprees at **The Body Shop**

© Sanitarium Health Food Company 2009