

## Case Study – Jim Beam

### Challenge

Jim Beam aimed to:

- Develop a major consumer on-pack promotion for its glass and premix brands
- Run the promotion for 3 months
- Offer a competition with spectacular prizes
- Offer easy competition entry mechanics – SMS, 190 and internet
- Run promotion both off and on premise (hotel and bottle shop)

### Solution

#### **“Jim Beam MotoXtreme Competition”**

Phone Australia worked with the advertising company ‘Sales Success’ to create the competition.

To enter, consumers were required to purchase a promotional pack of Jim Beam (black or white label), and then enter the competition via SMS, 190, or the Web. Entrants were required to submit a unique product code found on-pack.

It was decided to ‘give away’ a large number of instant win prizes (JB merchandise, stubby coolers, key rings, etc) during the course of the competition, with all entrants going into a major prize draw.

The major prize consisted of a car, bike, racing gear, 52 cases of Jim Beam and a meeting with the Jim Beam racing girls.



## Results

The results for this promotion were highly impressive:

- Achieved **407,841** entries in just **13** weeks
- **8.2%** redemption rate
- Jim Beam White RTD sales performance **+12.3%**
- Jim Beam Black RTD sales performance **+5.2%**
- **Total sales = 1.23 million promotional cases**
- All sales exceeded marketing forecast by **107%**

