

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%**

