

Case Study – Solis Beverages

Challenge

Solis were looking for ways to:

- Activate ‘trial’ (ie getting consumers to try the Solis product range)
- Cut through the ‘noise in the fridge’ (ie be noticed over competitive products)
- Drive sales
- Reward the consumer for purchasing Solis products
- Increase brand awareness
- Reward and encourage brand loyalty
- Create a database for future competitions and marketing campaigns

Solution

“80 iPods in 8 weeks”

Specialist automated solutions & services company, Total System Solutions, worked with Phone Australia to develop an SMS marketing solution for Solis.

Together we created a consumer promotion, offering consumers the chance to win one of 10 iPods each week, for 8 weeks running.

Apple iPods were chosen as the prize, as it was strongly believed that they were an item highly sought after by Solis’ target market.

The competition was promoted through in-store material such as promotional posters and shelf wobblers, on bottle neck tags, and through the Solis website. The bottle neck tags contained one of a number of promotional entry codes, required for entry into the promotion.

Entry into the competition was via SMS only, with entrants required to send in one of the promotion entry codes, along with their postcode and name. The terms and conditions of the promotion were available on the in-store posters and on the Solis website. A condition of entry into the promotion was an agreement by the entrant to receive future marketing from Solis Beverages. All SMS entries containing one of the valid promotion entry codes received an immediate SMS response, confirming their entry into the promotion, and thanking them for their participation. Invalid entries were also immediately notified of their incorrect code and were asked to try again.

Results

The results of the promotion are as follows:

- The consumer promotion proved to be extremely popular and generated an average of **1,220** SMS entries each day. The style and volume of prizes resulted in the promotion being well suited to the target market and a subsequent high level of uptake.
- Sales of Solis drinks were increased by approximately **20%** during the promotional period.
- A database of approximately **42,000** consumers was created through the promotion

The campaign was so successful that Solis have already undertaken a new follow-up consumer promotion, with the functionality almost identical to the first promotion.

