

Intro.

Working with EMC3 Reality as a partner the True Brit campaign was a digital, instant win activation across multiple venues over 6 weeks. The activation was promoted in participating venues through POS kits that signposted consumers to scan a QR code with their smart device and then purchase a True Brit product to receive a game token for a chance to win instant prizes including £2000K towards a holiday, cinema vouchers as well as free True Brit serves.

Key Objectives:

Venue activation: To increase to volume of venues that display the POS kit and fully activate the campaign with their guests.

Test Free drink redemption and venue reconciliation mechanic: Issue a controlled amount of digital free drink vouchers which could be redeemed in venue by the consumer seamlessly and the venue be reimbursed at the end of the campaign.

ROS: Drive the conversation rate of consumers that engaged with the activation to making a purchase of True Brit serve in the venue.

To provide a way to reimburse venues for free serves.

Report Highlights:

44% Venue activation rate

100% Successful redemption of digital free drinks voucher.

11% ROS conversion rate.

