

Intro.

Sarson's Vinegar – Celebrating 230 Years of Brewing Vinegar Campaign

Working with EMC3 Reality and SAVI as a partners, Mizcan Sarson's ran an instant win 'spin the gold bottle' digital activation exclusive in selected Tesco stores to celebrate 230 years of brewing vinegar. The activation was promoted in participating venues through in aisle POS that signposted consumers to scan a QR code with their smart device and then purchase a 250ml gold labelled bottle of Sarson's Vinegar for a chance to win instant prizes.

Key Objectives:

Brand: To increase top mind awareness creating new news both in and out if aisle driving brand saliency and quality perception.

ROS: Drive the conversation rate of consumers that engagement with the activation to making a purchase of Sarson's in store.

Report Highlights:

19% ROS conversion for activation engagement to purchasing a Sarson's product.

66% first time purchase.

100% prizes digitally allocated.

