

Trade Promotion

Blackmores Executive B

theBRIEF

To develop trade promotion activity to encourage sales and build long term trade relationships.

theOBJECTIVES

- Gain Executive B stock weight commitment from store owners.



- Encourage store owners to display Executive B heavily, to gain sell through.
- Gain recommendation of Executive B from store assistants at floor level.
- Support new mainstream TV advertising creative "Living with stress?"

theSOLUTION

A multi tiered trade promotion was designed to fulfil the above objectives. To gain the stock weight and ensure the sell through, store owners were incentivised to build an off shelf product display within their stores. By committing to these displays they were entered into a sweepstake draw to win \$1000 cash, 5 of their store assistants also winning \$200 each. There were 5 of these prize packages to be won.

To gain brand recommendation from store staff, teams of promotional staff "mystery shoppers" visited stores seeking recommendation of a stress relieving vitamin. Positive responders were rewarded instantly with double movie passes and entry into sweepstake draws for holiday prizes.

A four page sales presenter was produced using the TV campaign copy and graphics. Giveaway button badges were distributed with the presenters. Promotion timing co-incided with the TV campaign launch.

theRESULT

The promotion resulted in above budget sales performance and was run, unchanged, the following year.

Adrenalin
...what a great idea