

Instore Promotion

Fuji Image Plaza

*the***BRIEF**

Develop a promotion to increase traffic flow for Hanimex's Fuji Image Plazas (FIP's), which are independently owned and run photographic processing bureaus.

The primary target market being mothers 29-30, secondary target being SOHO, students and business.

*the***OBJECTIVES**

- Increase FIP turnover by attracting new customers
- Increase Fuji processing turnover
- Increase Fuji film sales
- Increase commitment from FIP owners
- Build stronger relationship between Hanimex and FIP owners

*the***STRATEGY**

The creative concept supported the above the line activity of "A different View of Life". This was the basis of the point of sale communication. The secondary message highlighted the benefits of FIP being part of a large family. Although a large family, there is one just around the corner and that taking your

film there will reward you both in quality of the processing and the chance to win a family trip

*the***SOLUTION**

Around the FIP's we allocated a five-kilometre catchment area. Based on information obtained from census data we targeted cells of 225 homes containing our primary target market.

These homes had a mailer delivered with a sealed instant win component having a primary message of "A Different View of Life" and secondary messages of the benefits of FIP's, the promotion, prizes, their closest FIP and the mechanic of the promotion.

Most importantly every mailer was a winner, however to view your prize you must take the mailer to your closest FIP and with the development of a roll of film you could decode your prize, hence driving traffic in store.

*the***RESULT**

Huge increase in store traffic of new customers and a closer working relationship between Hanimex and FIP owners.



AdrenalIn
...what a great idea