

Consumer Promotion

Fujifilm

the BRIEF & OBJECTIVES

1. To achieve an increase in (sell-in) volume of FUJIFILM during the summer period.
2. Create interest, encouraging impulse purchases at point of purchase and enhance sell through.
3. Establish differentiation of FUJIFILM from competitors by creating excitement, through a fun humorous promotion, hence creating a personality to distinguish it from the competition.
4. Reiterate brand positioning of FUJIFILM and communicate its photography strength with the new 'Reala Technology'.

the STRATEGY

Present a consumer promotion throughout summer 99/2000 that was contemporary and would capitalise on 'Reala Technology' by usage of an existing licensing agreement with a high profile comedian that will also drive the main stream advertising of the brand.

the SOLUTION

By utilising the licensing agreement, Mr Bean was used as the vehicle to drive the new brand advertising and consumer promotion. Consumers were able to enter the promotion on purchasing the product by simply calling a 1900 number and registering their details for the chance to win a prize. The promotion was advertised on Channel Ten nationally plus via on-pack and point of sale in store.

Desirable prizes were given away daily and announced on Channel Ten News nationally every day for 70 days, giving the promotion longevity and excitement. In keeping with the theme of Mr Bean the major weekly prize was a special Signature Edition Mr Bean Mini and daily prizes of FUJIFILM cameras and film packs. Adrenalin sourced the ten second hand minis and followed through the restoration from purchasing to finally transporting them to the winners' address.

the RESULT

This promotion delivered over 1,500 entries each week and consumer awareness of the promotion is extremely high due to extensive television advertising and in-store activity. The point of sale continues to be used in store.



Adrenalin
...what a great idea