

The Brand

Tui Blond is a lager beer from DB Breweries in New Zealand launched as a brand extension for their existing Tui Pale Ale product which is New Zealand's most popular beer. The product was designed to offer a lager alternative for existing Tui drinkers, and to target new drinkers from the lucrative premium/ sub-premium lager segment and introduce them to the Tui brand.

Launch Objectives

The product launch had heavy media support around the "Let's be honest" Tui Blond tag line including TV, outdoor and print. As well as driving brand awareness DB Breweries also wanted to get Tui Blond in people's hands (and down their throats) so they engaged POCKETvouchers to deliver a campaign using their trackable SMS voucher platform. The campaign also needed to build a permission based database that the brand could communicate with on an ongoing basis.



Who are POCKETvouchers?

POCKETvouchers is a New Zealand based mobile marketing company focused on driving foot-traffic, product trial and sales using trackable SMS vouchers. Each POCKETvoucher SMS includes a unique code that is entered into either the EFTPOS network or an integrated Point of Sale system to be validated in real time by the POCKETvouchers server. This allows vouchers to be limited to one use and for all redemption information to be recorded which improves the funding process for the brands and retailers and delivers high level campaign reporting. See more information and case studies at www.pocketvouchers.com.

Campaign Execution

The campaign was based around a simple promotional website (www.tuiblond.co.nz) where consumers could sign up to the Tui Blond database and receive their POCKETvoucher SMS for 2 free Tui Blonds. To drive traffic to the website a range of email databases were targeted promoting the offer, including an internal database of existing Tui email subscribers and some partner databases from 3rd parties, and in total around 50,000 database emails were sent out.

Online banners were also used to drive website traffic and placed on high traffic websites popular with the target market and all media used the "2 free beers" call to action to drive consumer interest, click throughs and ultimately database registrations. The website feature also included a "tell a friend" function where consumers could pass on the offer to friends by entering their email addresses into an online form and this also proved very popular with over 2,500 consumers choosing to pass on the offer to at least 1 friend.

Once consumers had registered for the Tui Blond database through the online form they instantly received their POCKETvoucher SMS for 2 free Tui Blonds which satisfied a need for instant gratification. The POCKETvoucher SMS included the website URL to find participating outlets and this was also displayed prominently on the Tui Blond website so consumers could find their nearest participating outlet to redeem.

Of course it's refreshing.
It's beer.



Let's be honest.

Where to redeem your shout.

--Select Your Location--

Beer Shout

Video

Product Info

Sign up to receive 2 free Tui Blonds at a bar near you.

First Name *

Last Name *

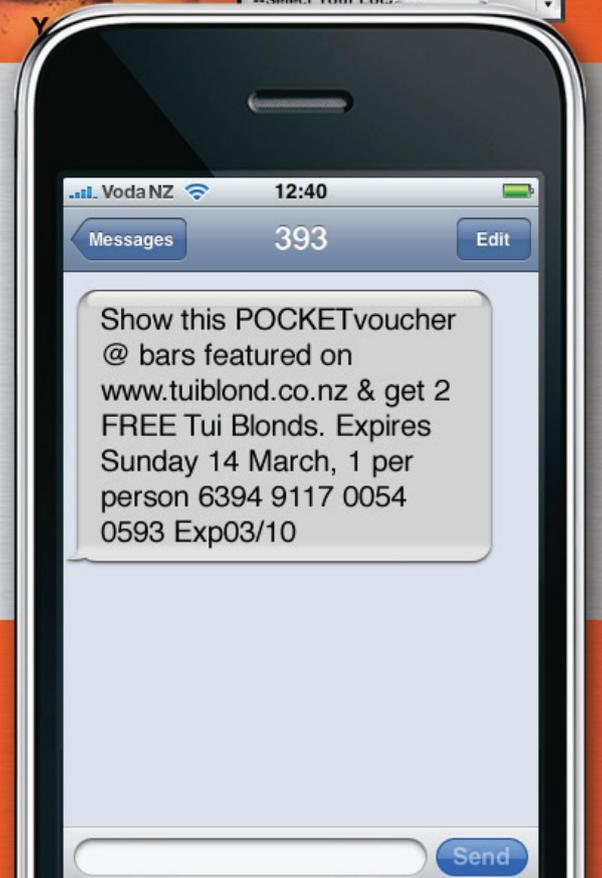
Address *

Region *

Email *

Mobile *

Send



Key Campaign Results

- 26,336 consumers signed up to the Tui Blond database and were sent a POCKETvoucher for 2 free Tui Blonds at participating bars around New Zealand
- 7,684 POCKETvouchers were redeemed through the 113 participating bars resulting in 15,368 product samples being consumed (2 beers per POCKETvoucher)
- The campaign achieved an amazing 29.2% redemption rate
- 51% of POCKETvoucher redemptions occurred between Sunday and Thursday which drove great foot-traffic into the participating outlets during traditionally quieter trading days