

My Mate

Bob

Bob's all about word of mouth.
John will tell Stacey to go onto
this website and they get free
drink vouchers. Simple as that.

Cheers Bob!

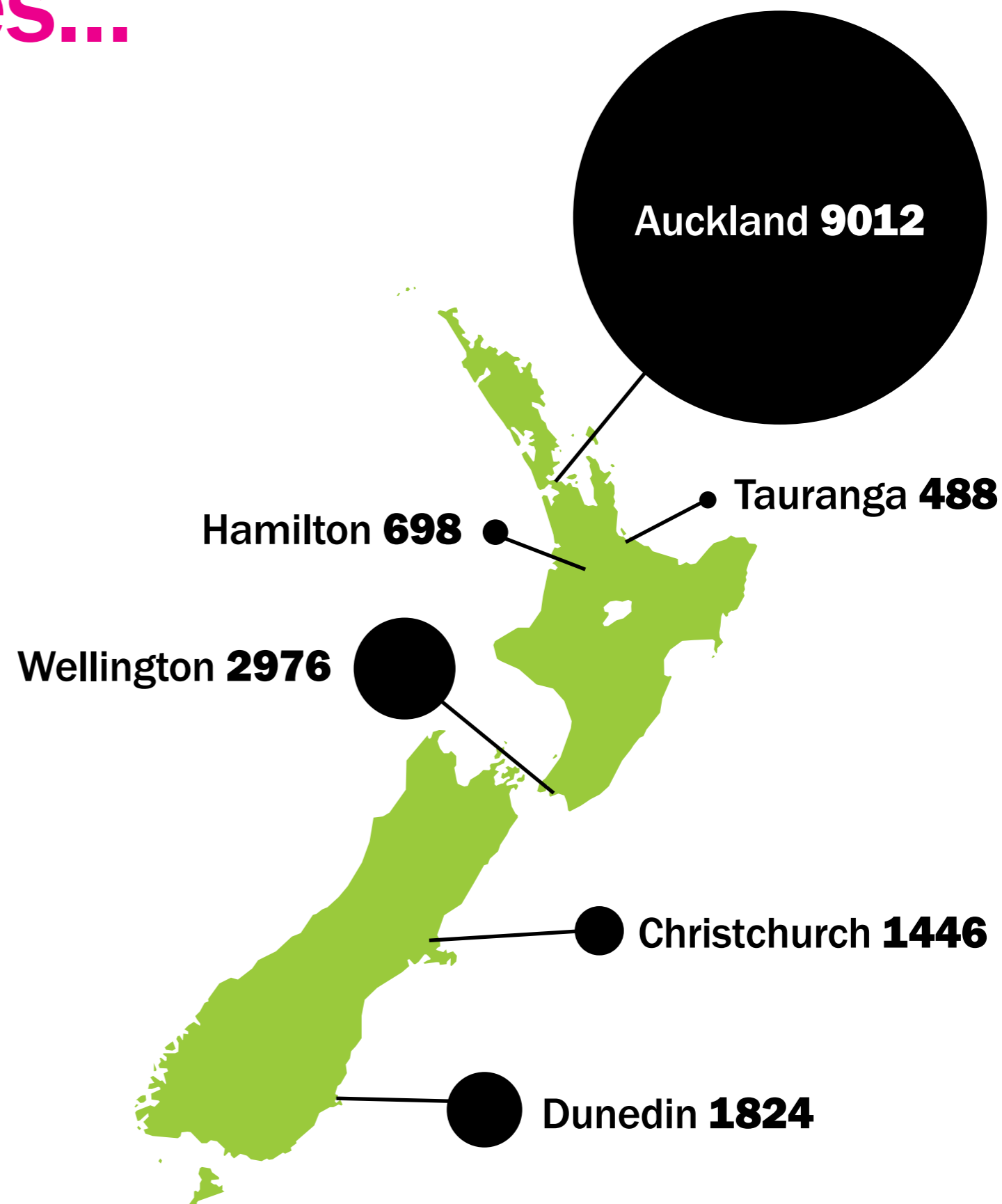


Bob's bunch of mates...

Since June 2009

16,396

members have
opted into
My Mate Bob
across NZ.



62,839

vouchers sent drove over

15,000

visits to DB bars by over

7,500

individuals

\$0.00

media spend

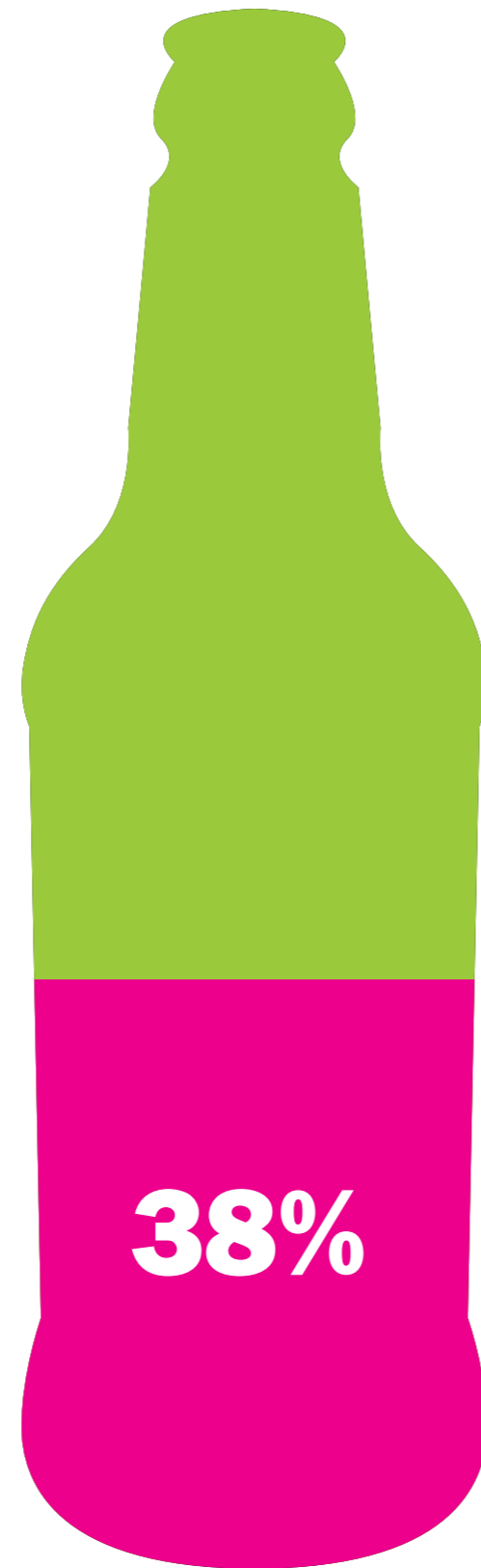
National Roll Out Campaign – May/June 2010

Beer vouchers
sent:

9055

Beer vouchers
redeemed:

3475



38%



25%

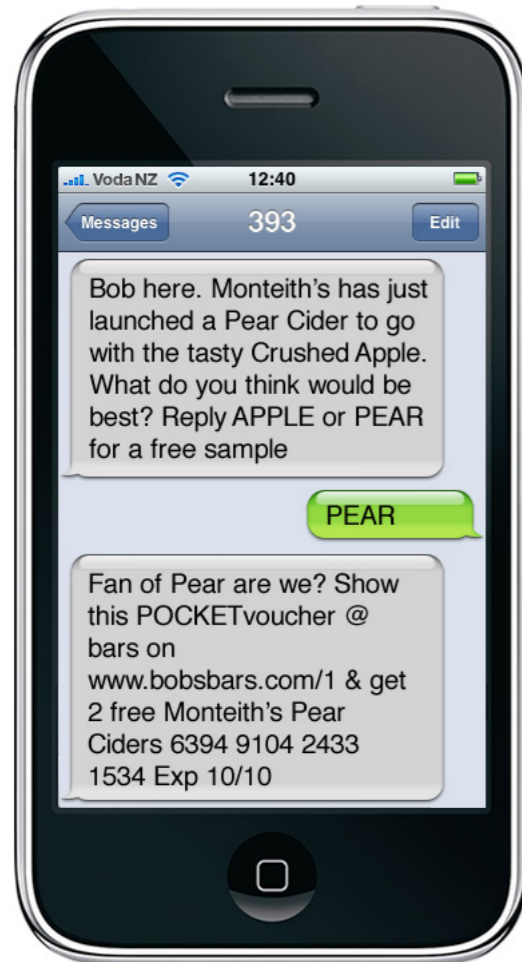
Wine vouchers
sent:

6422

Wine vouchers
redeemed:

1582

Cider Promotion Case Study

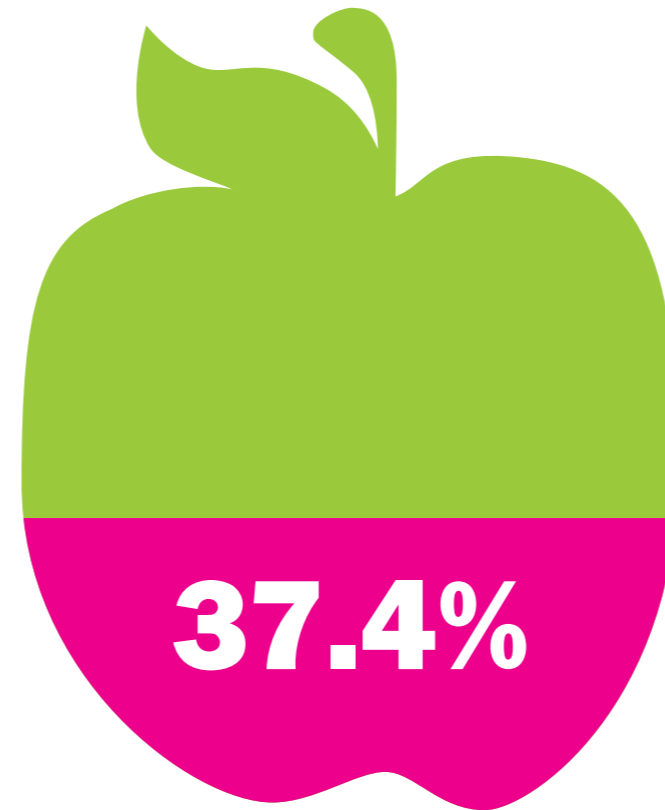


Total Apple requested:
3876

Total Apple redeemed:
1451

Total Pear requested:
3366

Total Pear redeemed:
1309



Total members targeted:
14,045

Total members responded:
5837

Response rate:
41.6%

New sign-ups:
1405



What Daniel says (filled out in his application):

28 years old

Drinks beer, wine and spirits and his favorite brands are Monteith's, Chardonnay, Red Wine and Canadian Club

Lives in Mt Eden

Works/socializes in the CBD

What Daniel has done (taken from redemption data):

Had a beer at Traffic on a Friday night after work (at 5:58pm)

Had a beer later on (9:30pm) on a Friday night so perhaps kicking on for a big one?

Has been to The Horse & Trap on 3 Sundays at 5pm drinking Jack Daniels, Tui Blond and Beer (as well as presumably eating the 2 for 1 meals)

Also went to the Horse & Trap later on a Saturday night (9pm) and drank Canadian Club

So, Daniel is up for a beer after work in town and loves a Sunday Session at The Horse & Trap, as well as liking a Friday/Saturday night out



What Jo says (filled out in her application):

29 years old

Drinks beer and wine and her favorite brands are
Corona and Stoneleigh

Lives and works in Takapuna

Socializes on the North Shore

What Jo has done (taken from redemption data):

Been twice to Sale St on a Friday night to drink wine
(the start of a night on the town?)

Drank a Cointreau cocktail on a Wednesday night at 8:35pm at
The Backyard in Northcote (party night?)

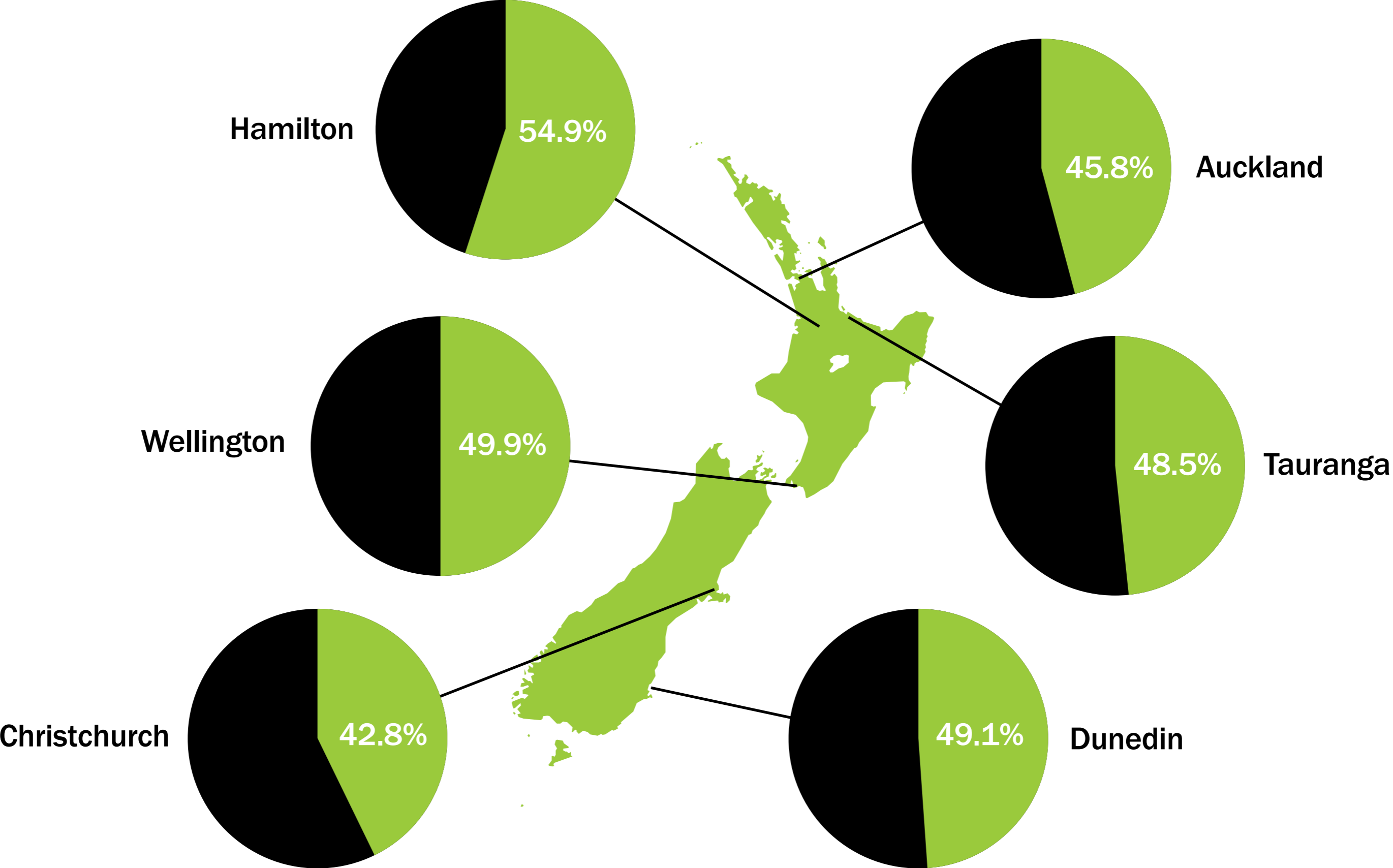
Drank a Monteith's Cider on a Tuesday night at Goode Brothers Takapuna
(and probably ate there?)

Drank wine at The Copper Room in Takapuna on a Monday after work

So, we know Jo is up for a drink during the week as long as it is local to
where she lives, but is also up for a Friday night out in town

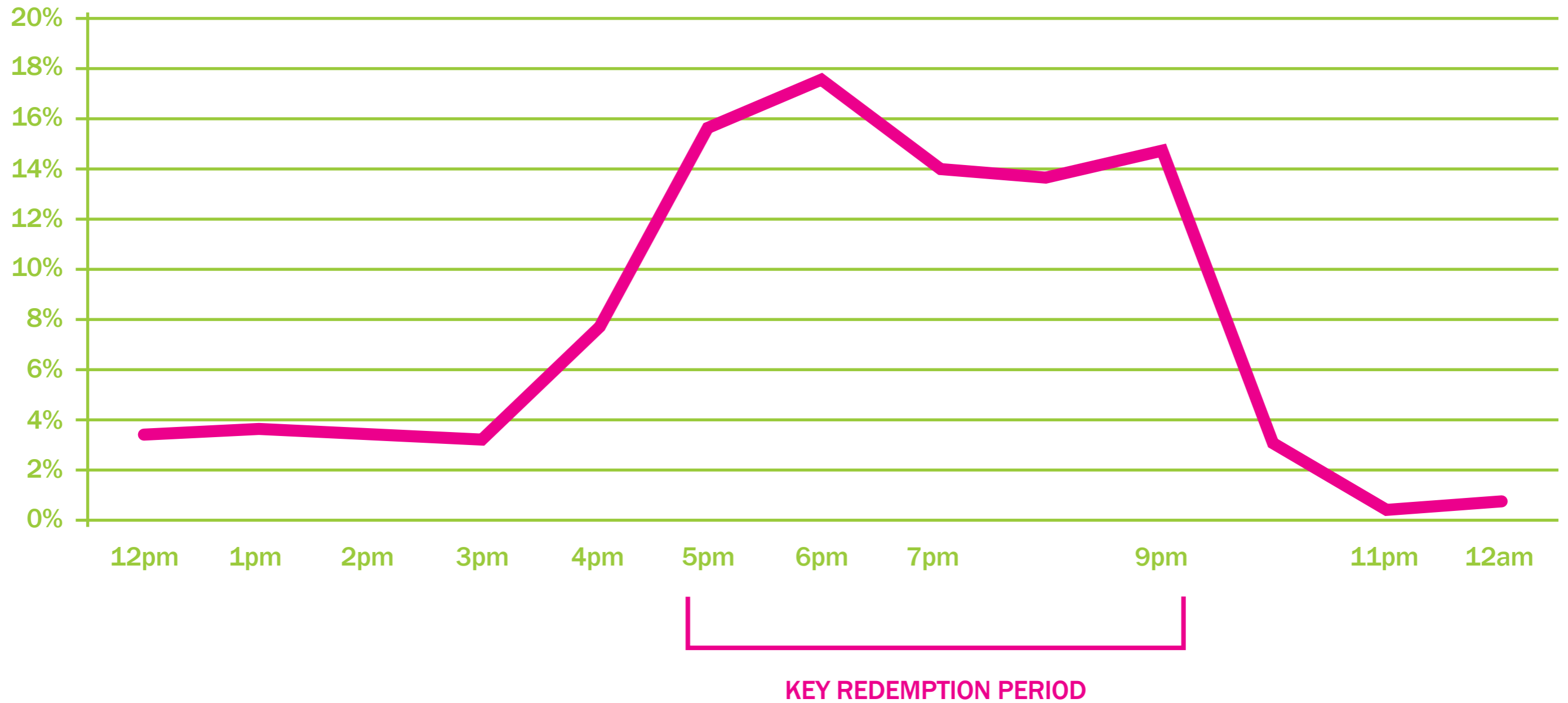
Redemption By Region

NB: Data is for new sign-ups only



Time of Redemption

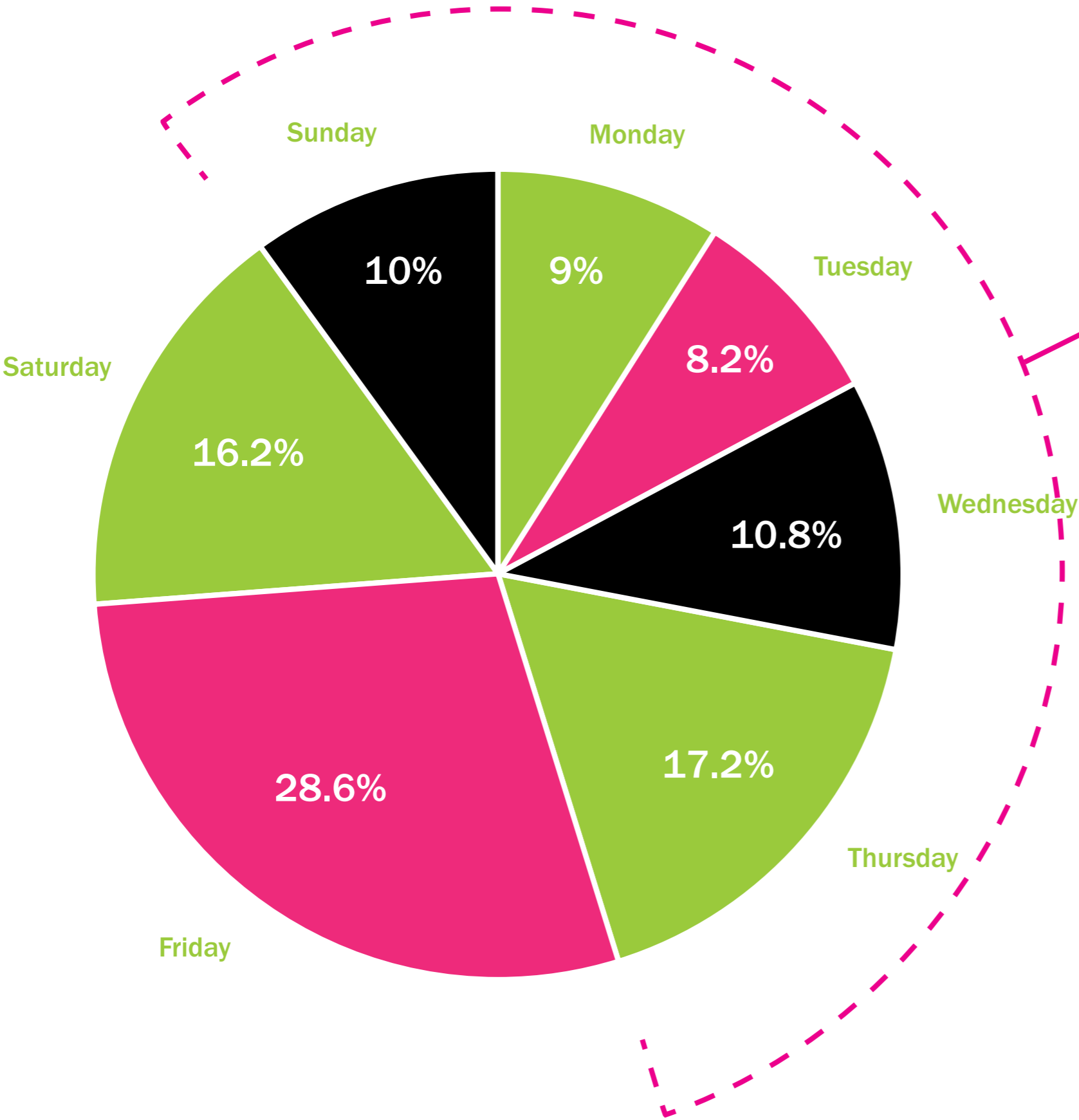
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Redemption By Day

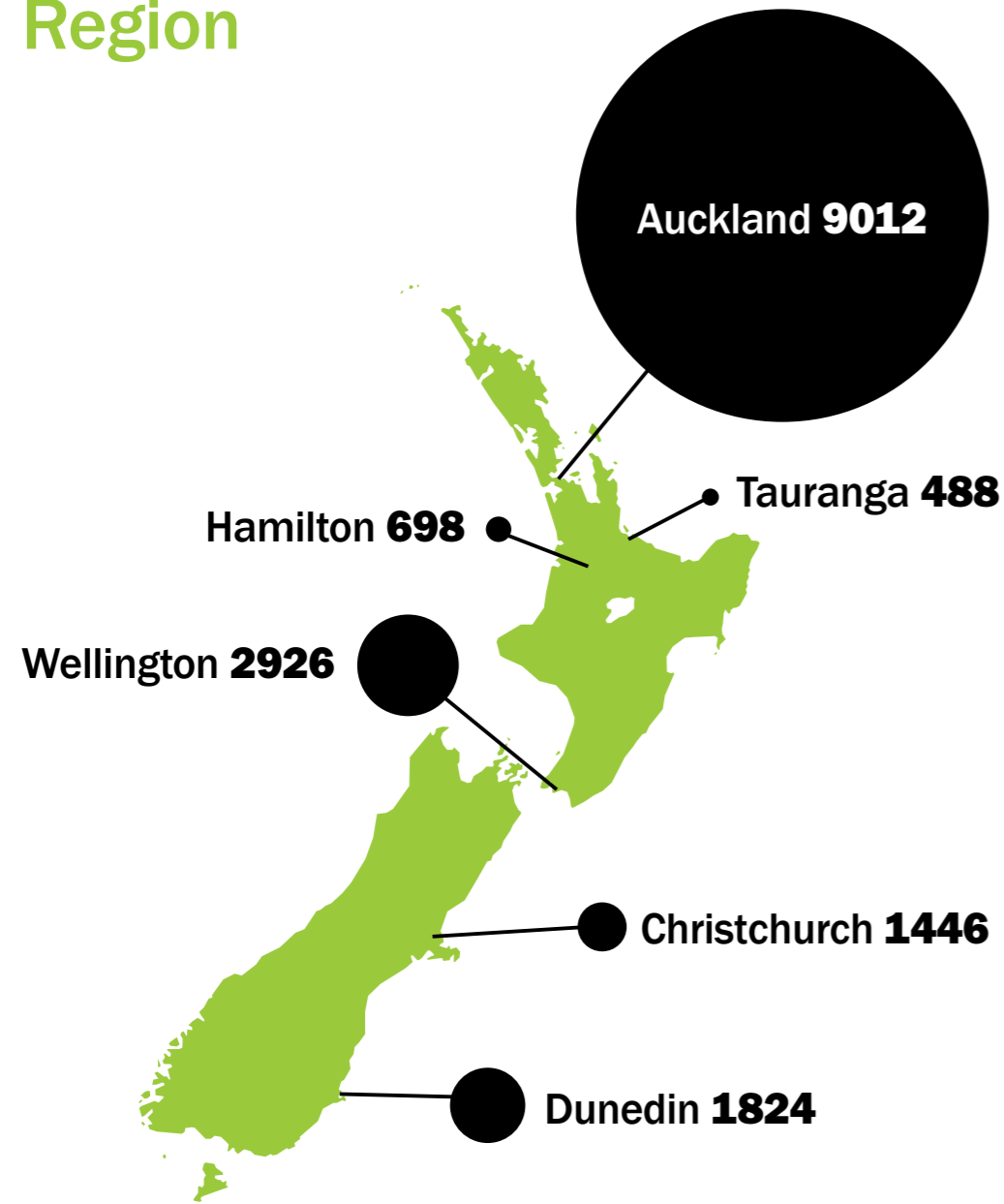
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During the National Rollout Promotion **over 55%** of vouchers were redeemed Sunday to Thursday

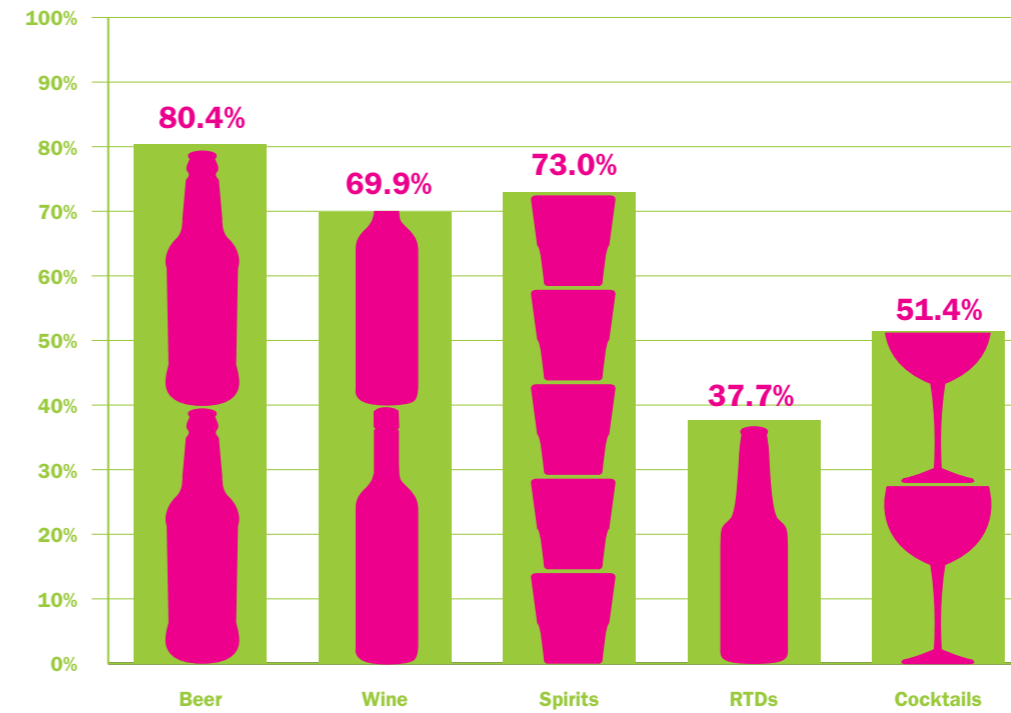


Overall Demographics

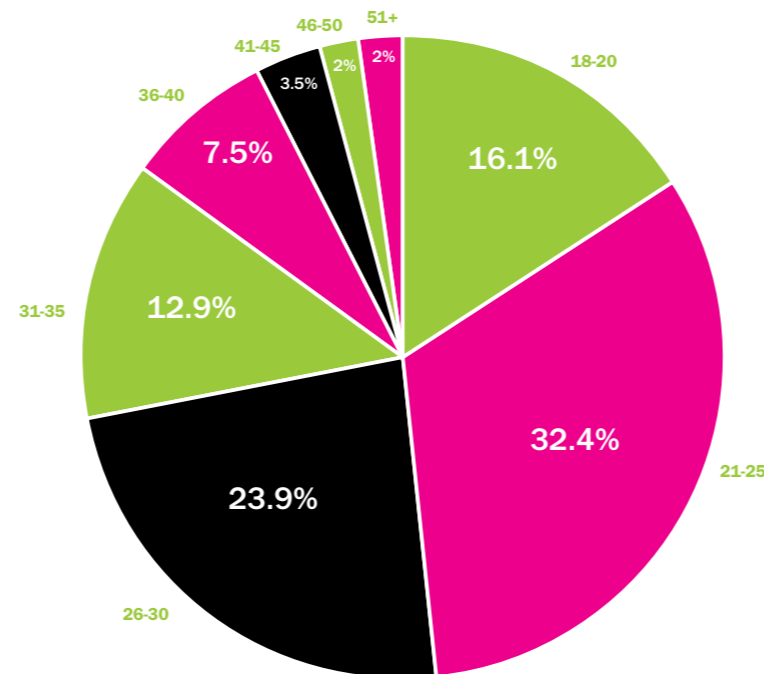
Region



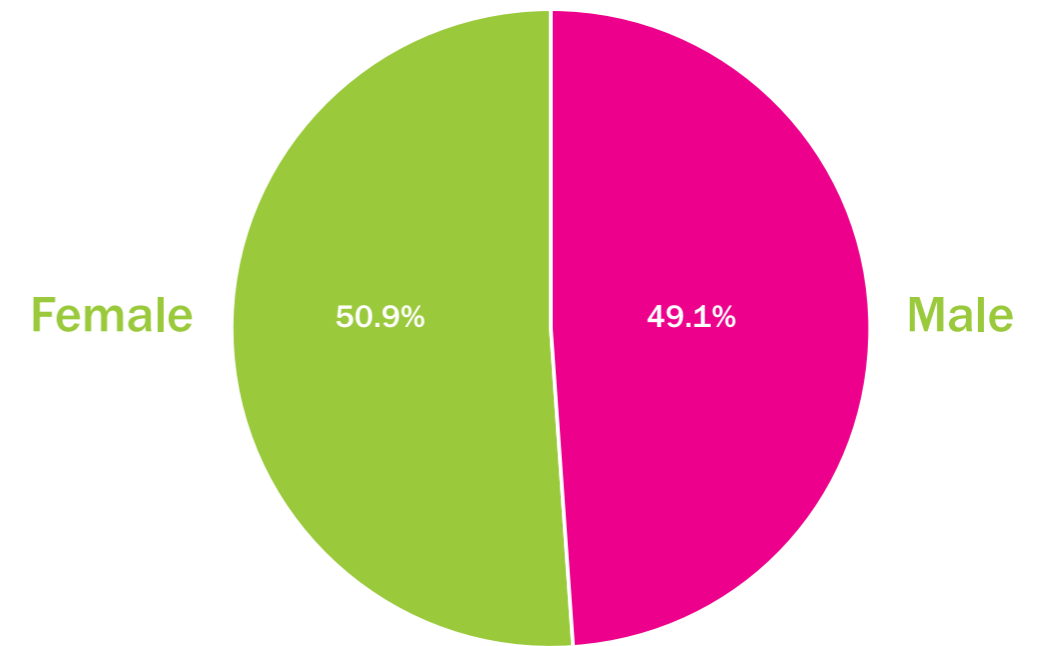
Drink preference



Age



Gender



“You’re the best Bob, I’m loving these freebies and the bars do alright out of us as we usually stay on and enjoy a few more at our own cost. Great site.”

**“Good on yah Bob!
You on facebook?”**

“Thanks Bob, love your work!”

“Love you long time Bob, will definitely be spreading the word.”

“Thanks for sending through me free drinks, it is great to know that I can go out and catch up with my mates over a couple of drinks and always have an excuse to do so.”

“So you’re pretty much my hero.”

“I love you (in a strictly platonic in a mates-buying-around kinda way)”

Summary

This is intelligent marketing and not spam. We know from our feedback when it works and when it doesn't.

This is a friendly medium for suggestion, promoting loyalty and is readily bought into. Users are willing; they trust Bob's suggestions. The next step is simply for them to start asking for them.

The current model is only the tip of the iceberg and its development with a commitment of time and marketing spend from Pernod Ricard could elevate it to a metrics and sales asset to support wider brand campaigns.

CHEERS