

TILL SLIP

SPECIFICATIONS



1. PURPOSE

By implementing a Rewards campaign it will support any of the following marketing objectives:

- Promoting a new product launch
- Educating shoppers on key product benefits
- Increasing in-store sales
- Acquiring new customers
- Retaining current customers
- Gaining actionable insight about your customer

2. LEAD TIMES

Various lead times from campaign start date is required to setup a campaign:

- Till Slip competition via USSD, SMS or WhatsApp – 6 Weeks (30 Working Days)
- Till Slip target message – **6 Weeks** (30 Working Days)
- Till Slip coupon – **6 Weeks** (30 Working Days)
- Lottery campaign - **6 Weeks** (30 Working Days)
- Digital coupons – **6 Weeks** (30 Working Days)
- Digital vouchers – 5 Working days after proof of payment received

3. REQUIREMENT

The following is required before a campaign can be reviewed and booked:

- A completed campaign request form which can be found on page 7
- Items and conditions to trigger the promotion in store, e.g. Buy 3 participating items, or spend R1 000, or buy participating items to the value of R1 000
- Black and white logo for till slip campaigns
- Quantity of vouchers with rand value of discount
- Quantity of coupons, items to trigger coupon discount, and value of discounts
- List of items must include product barcode and description
- Completed campaign request form to be sent to your applicable Account Manager

4. DESCRIPTION OF MECHANIC

4.1 TILL SLIP COMPETITION VIA USSD, SMS OR WHATSAPP

- Encourage a relevant prize/incentive for customer target audience
- Competition can be customised to specific divisions and store types
- It is recommended that the competition period runs over at least 2 month-ends to periods increase uplift, therefore increasing competition entries
- Customise the competition customer journey for the media element that the competition is running in; for example, the USSD entry mechanic works well in the Shoprite market, while Checkers customers prefer to enter via SMS
- Encourage a holistic campaign; for example, support the Till Slip competition campaign with digital platforms and an in-store Category Banner to create awareness

4.1.1. CONTENT FOR ALL TILL SLIPS

- Logo needs to be 255 x 137 pixels in size
- Logo must be saved as a monochrome/true black bitmap.bmp file
- 40 characters per line, including spaces
- 10 lines per till slip

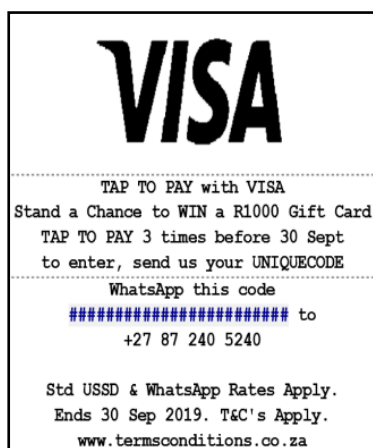
4.1.1.1 USSD ENTRY MECHANIC EXAMPLE



4.1.1.2 SMS ENTRY MECHANIC EXAMPLE



4.1.1.3 WHATSAPP ENTRY MECHANIC EXAMPLE



4.2 TILL SLIP TARGETED MESSAGE

- The message on the till slip should meet the objective that needs to be achieved
- Can be customised to specific divisions and stores

4.2.1 TILL SLIP TARGETED MESSAGE EXAMPLE



4.3 TILL SLIP COUPON

- Customisable to specific divisions and store types
- Can be used as a tool to upsell, cross-sell and create awareness of a new product launch
- Reward value needs to be at least 10% of the product value
- Rewards should be targeted to your audience; for example, data deals in Shoprite are seen as a high value reward
- Minimum spend can be set on redemption as a barrier to excessive high redemptions; for example: 'Spend R200 and get a R20 coupon to redeem on your next purchase of R100 or more'
- It is recommended that the competition period runs over at least 2 month-end periods to allow sufficient time for customer redemption
- Redemption process in store: The cashier scans the barcode or punches the code into the till screen, presses enter and total for the discount is applied.

4.3.1 TILL SLIP COUPON EXAMPLE



4.4 LOTTERY CAMPAIGN

- Customise lottery campaign based on the supplier's objectives
- Can be customised to specific divisions and store types
- Advise which customer base will be targeted and base reward accordingly. i.e. Shoprite customers, Checkers customers, Xtra Savings customers
- Supplier needs to know how much money they are prepared to give away, as well as plan for 10% contingency
- Discount can be applied up to a maximum value; e.g. 100% off basket (up to R1 000)
- Campaign requires the following mandatory information:
 - Winning ratio; i.e. 1: x
 - Winners per store or across all stores
 - Numbers of winners per day/week/month
 - Total number of winners for the entire promotion

Randomised prize distribution at till:

- Free products in basket
- Discount on total basket
- Till slip coupon
- Competition till slip
- Till slip target message

4.4.1 LOTTERY CAMPAIGN EXAMPLE



Thank You For Shopping With Us
If You Are The 100th Shopper
You Would Receive Your Basket Free!

If Not, Shop Again To Stand A Chance
To Win!

4.5 DIGITAL COUPONS

- Can be distributed via any platform the supplier chooses; e.g., SMS, WhatsApp, email or app
 - Can be customised to specific divisions and store
 - Can be customised to whichever product the supplier chooses
 - Can be rand value or percentage off
 - Can be used as a tool to upsell, cross-sell and create awareness of a new product launch
 - Reward value needs to be at least 10% of the product value
 - 16-digit code linked to products – All codes are unique
 - Redemption process in store: cashier punches the code into the till screen and the total for the discount to be applied
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4.6 DIGITAL VOUCHERS

- 16-digit code Rand value voucher off anything in-store
- Can be distributed via any platform the supplier chooses; for example, SMS, WhatsApp, email or app
- No minimum order value
- Amounts over R50 are loaded onto a gift card in store to allow for multiple redemptions
- Supplier can determine validity period
- All codes are unique
- Redemption process in store: cashier punches the code into the till screen and total for the discount to be applied

5. ARTWORK REQUIREMENTS

The below information needs to be included on all artwork i.e. in-store media, Social media etc. on which the competition is being advertised:

- Entry mechanic
- Entry cost
- Quantity and value of prizes
- "Stand a chance to win" or "Buy and guaranteed get"
- Buying Criteria, e.g. Buy 1 Bottle of SKYY Vodka 750ml..."
- Terms & Conditions, and where to find them (website/social media)
- Competition dates

FOR MORE INFO AND DETAILS PLEASE VISIT www.rainmakermedia.co.za