

WHATSAPP

SPECIFICATIONS



1. PURPOSE

By implementing a Rewards campaign, you will achieve the following objectives:

- To engage with added value seeking consumers/shoppers through incentivised engagement
- To create instant consumer gratification
- To build brand loyalty long-term
- To drive sales

2. LEAD TIMES

A four week/20 working days lead time from campaign start date is required to set up a campaign.

3. REQUIREMENT

The following is required for a campaign to be booked and must be sent to your applicable Account Manager:

- Completed campaign brief
- Rewards breakdown
- List of product barcode and description
- Customer Journey - Questions plus answer options to be provided to gain consumer insight

4. DESCRIPTION OF WHATSAPP

4.1 WHY IT WILL WORK FOR YOU

- Can be used across all retailers
 - Richer consumer data can be obtained as open-ended questions can be asked (max 2-3 questions) and there are no time limits, so consumers have more time to engage
 - Till Slip reader can be added to the mechanic.
 - Higher engagement than Mobisite
 - It's inexpensive/free
 - It's short and clear
 - Its message delivery is immediate, which can create a feeling of urgency and excitement about a campaign
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4.2 TAKE NOTE

- Instant gratification is not possible
- Can be used across all LSMs but does require smartphone and data so the higher the LSM the higher the engagement

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 apply with link
- Competition dates
- Indication to consumer to keep Till Slip safe

6. PRIZE DISTRIBUTION

All prizes distributed through Rainmaker Media should be delivered to this address:

Unit 4, The Studios, Atlas Gardens,
Contermanskloof Road,
Durbanville,
Western Cape.
7550
TEL: 021 521 3000
Attention: Rewards

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