

THE NDL GUIDE TO RUNNING SUCCESSFUL PROMOTIONS

At NDL, we offer media owners, global brands and their agencies the technology, content and expert support services that drive their promotions and incentive programmes.

PART 1 DEVELOPING THE BIG IDEA

The first in our series looks at why you might choose to run a promotion, how to develop your creative theme into 'the big idea', and how to decide which prizes your customers might value the most.





WHY RUN A PROMOTION?

Promotions and competitions can be a great way to find new audiences and build loyalty among existing customers. An attention-grabbing idea can change people's perception of a brand and interrupt a long-established buying pattern.

Whether you're looking for a tactical sales increase or building a database of loyal customers, promotional activity can help towards achieving your brand's key business objectives.

At NDL, our prize winner insight helps brands understand the incentives that will really connect with their audience.

In this guide, we'll share some of our insight and experience gained over the last 19 years, as well as a recent case study for McDonald's that demonstrates everything working together.

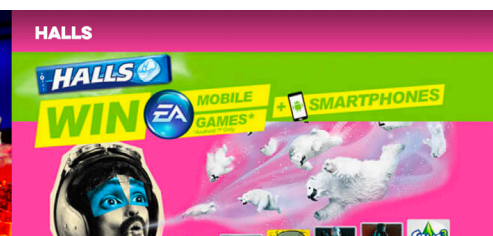
BUT HOW DO YOU COME UP WITH THE RIGHT CREATIVE IDEA FOR YOUR PROMOTION?

Nick Brigden, NDL's Director of Rewards, Prizes & Incentives explains:

"Understanding the brand's positioning and their target audience is key to creating the perfect prize package. How does the prize content reflect the overall brand strategy? What are the audience's highest aspirations? How do they usually engage with the brand? Your goal is to create such compelling, on-brand content that they simply have to enter the promotion."



JUST A FEW OF OUR FAVOURITE PROMOTIONS





THE BIG IDEA - WHAT SORT OF PROMOTION WILL GENERATE SALES?

A compelling and relevant prize is central to the success of your promotion. But with so many brands competing for attention, it can be hard to think of ideas which stand out from the crowd, and specifically appeal to your brand's crowd.

Here are five tips from our prize content experts on how to create a promotion that attracts record engagement, connecting a targeted fan base with your brand.

1

Know your long-term strategy

The right promotion needs to connect with your brand as well as your audience. Try to think long-term. Can you build a theme around your promotion or schedule it to become a regular event which your audience anticipates? A consistent message to your audience will help to build brand recognition and advocacy which will help you realise a greater return on investment from your campaign.

2

Think about the best use of your budget

Our research shows that customers value memorable experiences over material goods. Most people would rather go on the holiday of a lifetime than win a new car, even if the car has a higher monetary value. So spend time investigating the lifestyle your target audience leads and build a prize around their greatest aspirations.

3

Create an experience

Large-scale cash prizes have historically held a wide appeal. But our insight shows that prize winners' values have shifted. Money-can't-buy experiences tend to attract more entries than one large prize. They give a brand the chance to make a real connection with something the audience feels passionate about.

4

Decide how many prizes

There are no hard and fast rules when it comes to deciding on the optimum number of prizes to give away. Generally speaking, a high volume of low value prizes will build goodwill among an audience which regularly engages with a brand. However, a number of high value prizes in the prize pool can increase the 'wow factor' and increase your promotion's 'talkability.'

5

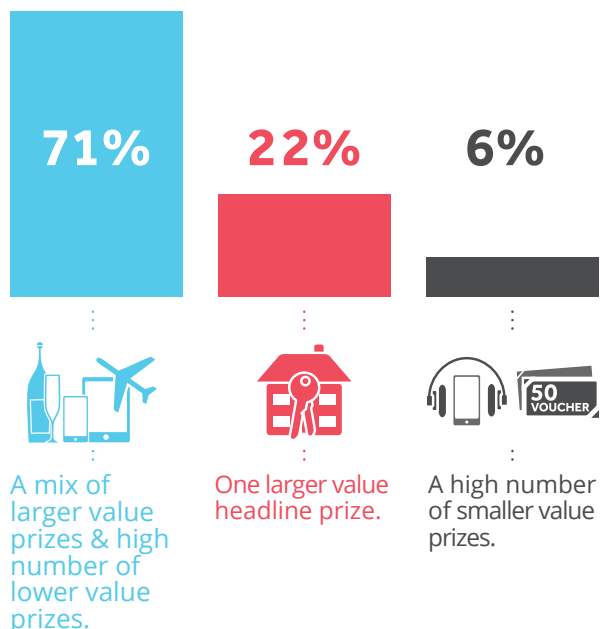
Add the 'wow factor'

Your prize need not break the bank, but adding an element that your audience wouldn't normally have access to can make all the difference in terms of 'wow factor'. Backstage passes to meet their hero, or sold-out tickets to a sporting event or even a VIP private transfer can add an extra layer of excitement to the whole experience.

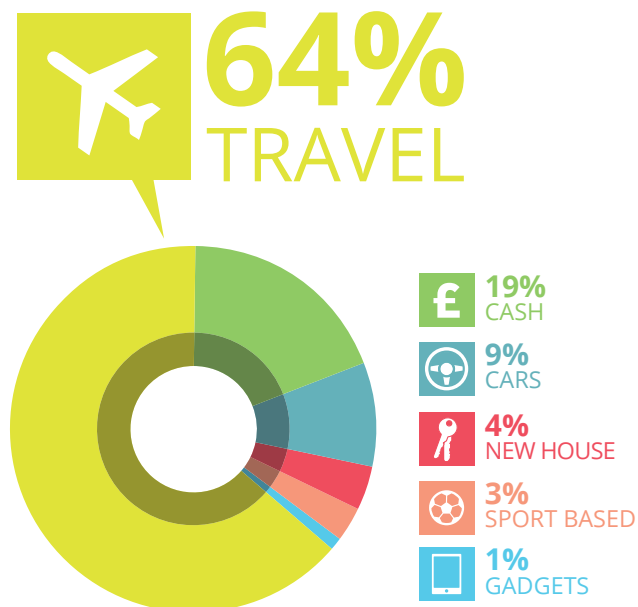


WHICH TYPE OF PRIZE DO PEOPLE VALUE MOST?

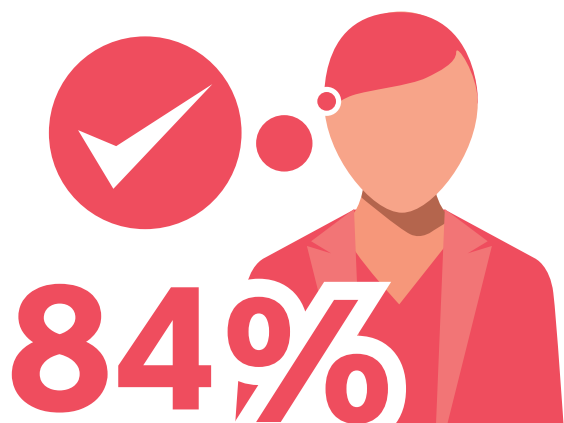
WHAT WOULD A PRIZE PROMOTION NEED TO OFFER TO ENCOURAGE YOU TO ENTER?



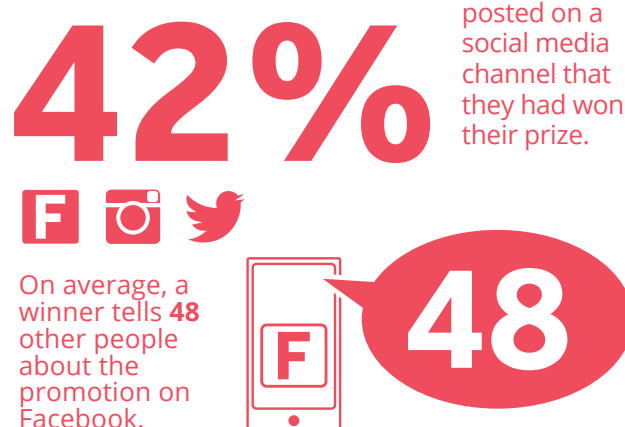
WHAT TYPE OF PRIZE WOULD ENCOURAGE YOU TO ENTER?



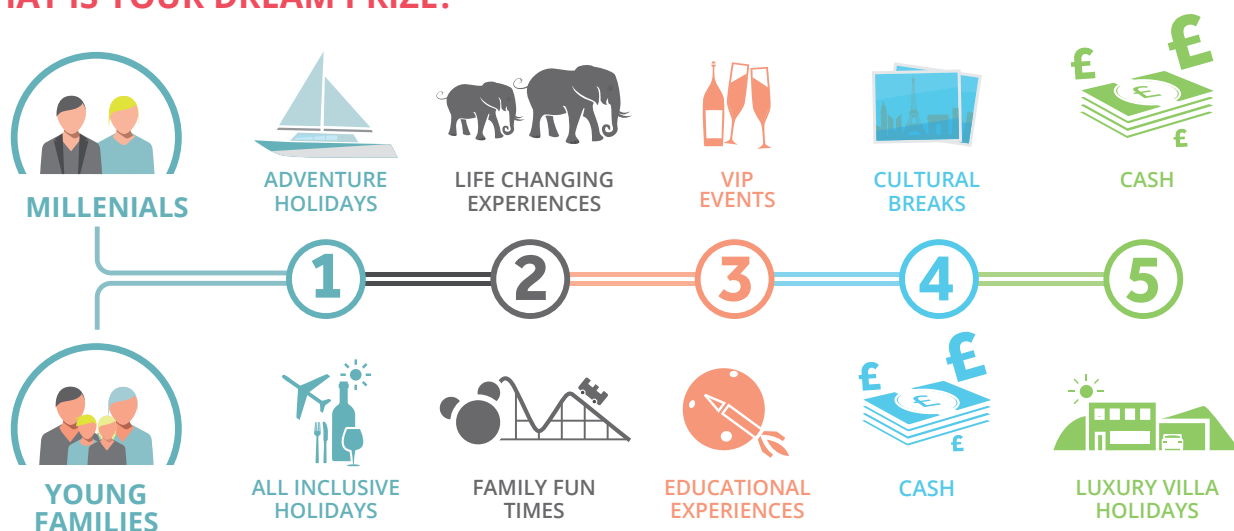
DO YOU REMEMBER WHICH BRAND SUPPLIED YOUR PRIZE?



APPROXIMATELY HOW MANY PEOPLE DID YOU TELL?



WHAT IS YOUR DREAM PRIZE?





CASE STUDY

In April 2016, McDonald's launched their **MONOPOLY** Prize Choice promotion for its 11th year, the largest UK promotion of its kind with **55 million prizes** up for grabs.

We were briefed to create inspirational prize content to support new customer insight researched by The Marketing Store. The research showed McDonald's customers valued choice, and the opportunity to cherish lifetime experiences, over material possessions.

With the prize theme 'creating unforgettable memories', and NDL's in-house travel experience brand Unmissable®, McDonald's were able to offer 30 Unmissable® Dream Holidays as part of their overall prize fund.

Ten lucky winners booked unbelievable trips, with the choice between destinations in Thailand, New Zealand or California. They also had a choice of once-in-a-lifetime experiences to enjoy as part of their trip. These experiences ranged from jungle tours to helicopter rides and unique dining experiences, making their prizes truly unforgettable.



OBJECTIVES

- Create exclusive Unmissable® Dream Holidays for one of the UK's largest promotions
- Provide dedicated prize winner management, ensuring unforgettable holiday memories to last a lifetime

WE PROVIDED:



PROMOTIONAL PLATFORMS



PRIZES & REWARDS



UNMISSABLE

READ ABOUT MORE OF NDL'S HAPPY CLIENTS ON
WWW.NDLGROUP.COM/HAPPY-CLIENTS



ABOUT NDL

The NDL Group was formed by award-winning entrepreneur Nick Deyong in 1997, who identified a gap in the market for an agency specialised in creating the 'winners experience'.

Today, NDL can be found behind the scenes supporting some of Europe's biggest and best-known promotional campaigns.

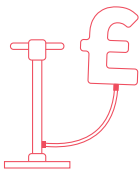
With clients as diverse as Global Radio, McDonald's, TomTom, XBOX and Camelot, the company has built a firm reputation for delivering successful promotional strategies, underpinned by reliable technology platforms, inspirational prize content and 5 star winner fulfilment.

Why choose NDL?



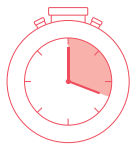
YOUR BRAND'S REPUTATION IS SAFE IN OUR HANDS

We turn creativity into commercial advantage. We understand what can go wrong but our experience leaves nothing to chance. We represent your brand to the highest standard, every time.



WE WORK TO YOUR BUDGET

We understand that you have budgets to meet. We offer a budget guarantee scheme that means upon sign off, our price to you will never inflate, whatever happens in the marketplace.



WE CAN HANDLE A SHORT TURNAROUND, WITHOUT COMPROMISING ON QUALITY

We can be relied upon to manage the whole process from end-to-end so you can rest assured knowing your promotion is being completely taken care of.



YOU'LL SEE A RANGE OF OPTIONS

Our years of experience in promotional marketing mean we can offer you more choices and greater value for money.



YOUR CUSTOMERS WILL BE LOOKED AFTER

We're the only company in the industry to have a department entirely dedicated to looking after winners. Keeping consumers happy is key to your brand's success, particularly in a world where social media plays such a vital role in word-of-mouth marketing.



WE'RE THE EXPERTS

We've been in the industry for nearly 20 years and are proud of the unrivalled expertise and experience we offer our clients.

**WANT TO
CHAT?**

Call 020 7428 1214
Email hello@ndlgroup.com
visit www.ndlgroup.com

The NDL Group, 12, Deane House Studios,
Greenwood Place, London, NW5 1LB