

THE NDL GUIDE TO RUNNING SUCCESSFUL PROMOTIONS

At NDL, we love working with media owners, global brands and their agencies. With our expert technology, inspirational content and promotional support services, we help deliver promotions that wow their customers.



PART 3 TURNING SHOPPERS INTO FANS

In Parts 1 and 2 of this guide we explored setting up and running successful and legally compliant promotions. In this section, we explain how 5 star winner management is key to creating long-lasting brand ambassadors, with social media playing a crucial role in extending the impact of your promotion.



WHY WINNERS MATTER

Winners may make up only a very small portion of your overall audience, but treat them right and you've got lifetime brand ambassadors who will be your biggest advocates. Don't underestimate the power of an enthusiastic individual – their reach and influence over the long-term can be significant.

For your customers who didn't win, there's plenty of opportunity to maintain engagement with your brand. With a carefully thought-through winner management strategy you can create a stream of winner-led content which touches and influences a much wider audience.

Choose the right communication channels and your brand can benefit enormously from winner created content which can be much more powerful, impactful and memorable than any advertising campaign.

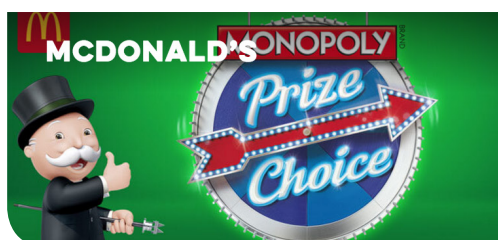
Jocelyn Nicholson,

NDL's Customer Experience Team Manager explains:

"It's all about spreading the feel-good factor as far as possible. And this, importantly, includes your employees and supply chain. The way you treat your winners says a lot about your brand. How committed are you to keeping your promises and treating each and every customer like a VIP? What message does this send to your employees about how customer-centric your organisation really is?"



JUST A FEW OF OUR FAVOURITE PROMOTIONS



READ ABOUT OUR CLIENTS ON
WWW.NDLGROUP.COM/HAPPY-CLIENTS



CARING FOR YOUR WINNERS

At NDL, the Customer Experience Team is **100%** dedicated to winner management. It's their enviable task to make lots of people very, very happy. But it takes detailed planning and huge attention to detail.



In-house travel experts

Fully **ABTA** bonded and **ATOL** protected, we run our very own in-house travel agency. Access to internal flight systems and hotel reservations gives us control over every aspect of a winner's experience, as well as the ability to drop in winners' details at the very last minute, or hold off travel reservations for a special event.



Dedicated team

Whether it's delivering goods and merchandise, or organising special experiences and once-in-a-lifetime holidays, we'll match a member of the team to each client and they'll work tirelessly in the background with suppliers well before the winners have been announced.



Strong supplier relationships

Our team wants to ensure the prizes are perfectly packaged and delivered in a way which enhances the overall experience (whilst working within the confines of a brief and budget). Strong supplier relationships are key, as is communication with the client, the supplier and the winner. In some instances, a dedicated client hotline will be managed by the team as part of a branded VIP travel service.



Personal touch

For our unique travel experiences, the Prize Content team will put together a package of the best places to go, how to get there and what to do once there. The Customer Experience team will then deliver the best possible experience for the winner, within a client's budget. They'll add the special touches to make each experience personal, including any specific requests made by the winner.



Always available

It's dealing with the everyday details, such as check-ins and insurance, that takes the hassle away for the winners. And with our 24 hour winner hotline, someone will always be on hand to mitigate or manage any issues while a winner is away enjoying their prize. This ensures that from the moment a winner is informed to the delivery of their prize or the completion of their experience, our clients' winners are put first.

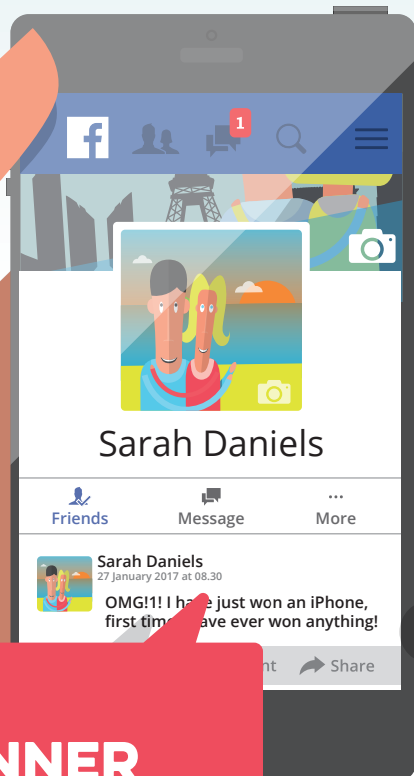


WINNER LOVE

**OVER
1MILLION
PRIZES MANAGED
BY NDL**

**ONE WINNER TYPICALLY
REQUIRES OVER
30 PERSONAL
TOUCHPOINTS**

**EACH
PRIZEWINNER
TELLS 48 PEOPLE
ON FACEBOOK**



**IN A
RECENT NDL
CUSTOMER
SURVEY...**

84%

**OF WINNERS
SAID THEY
REMEMBERED
THE BRAND
WHO HAD GIVEN
THEIR PRIZE**



5 WAYS TO DELIGHT YOUR WINNERS

A great prize isn't always enough to delight your winners. As the saying goes: **it's not what you do, it's the way that you do it**. Here are our top tips on how to look after your winners and turn them into your biggest advocates.

1

Have a plan

The devil is in the detail when it comes to successful winner management. Physical prizes are relatively straightforward to fulfil. However, when it comes to delivering experiences, you need to cover all bases, from insurances and check-ins through to dietary requirements and travel delays.

2

Get the message right

The initial contact with a winner is extremely important to a successful outcome. You want to convey a sense of delight and excitement but you also need to be clear about what is and isn't included in the prize. Setting expectations from the outset is critical to a winner feeling satisfied overall.

3

Maintain contact

It's really important that someone takes ownership of the contact with each winner. From simply ensuring their prizes have arrived and that they are what the winner was expecting to receive through to a courtesy call when the winner has returned from a trip – it all helps to create the right impression and nip any potential issues in the bud.

4


Deliver a great prize

Get the best prizes your budget can buy and deliver them with style. If these are physical prizes, get the right merchandise delivered to the right place at the right time and try to add a finishing touch which will make it even more memorable, even if that means simply packaging your prize like a gift or including a well written covering letter. If it's an experience-based prize, look for ways to add a little more luxury, such as a quality travel wallet, or include an aspect which they wouldn't be able to arrange themselves.

5

Know what success means to your brand

Decide in advance how you are going to measure the success of your promotion. Of course, 99% of promotions aim to improve sales performance and to get consumers to switch brands. But there are other measures you can set in place, from something as simple as reporting the number of entrants through to measuring a more complex indicator such as the level of chatter about your brand by fans on social media.





CASE STUDY

How we delivered 300 fans to a TUC Jessie J concert.

When TUC biscuits' agency needed our winner management team to get over 300 prize winners across Europe to Paris for an exclusive Jessie J concert for their TUC Rhythm campaign, they approached us for our help.

Using our Promotigo™ technology platform, we devised an automated email communication system that sent a letter to the winner in their language asking them for all the details we needed to book their travel. This data was then automatically uploaded to our system, so our travel team could book their prize.

Once their tickets were booked, we sent localised itineraries and final travel instructions to each of the winners. We also took care of organising travel, transfers, on the ground translators and chaperones, and coaches to and from the concert.

"NDL managed all travel and accommodation aspects for our TUC and Jessie J campaign across 23 European countries. This involved communication with over 300 winners across 10 different languages, travel booking and sourcing on the ground representatives. They were instrumental to the success of the campaign and getting all of our competition winners to the concert in Paris on time. Seamless, efficient and effective – I couldn't recommend them highly enough!"

Charlie Powell, Manager – Dentsu Aegis Network



OBJECTIVES | • Mobilising 300 prize winners from across Europe in one city for an exclusive event

WE PROVIDED:



**GROUP INCENTIVE
TRAVEL**



**WINNER
MANAGEMENT**



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.

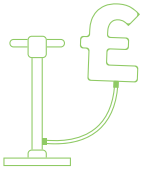
With clients as diverse as Global Radio, McDonald's, TomTom, XBOX and Camelot, the company has built a firm reputation for delivering successful promotional strategies, underpinned by reliable technology platforms, inspirational prize content and 5 star winner fulfilment.

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
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