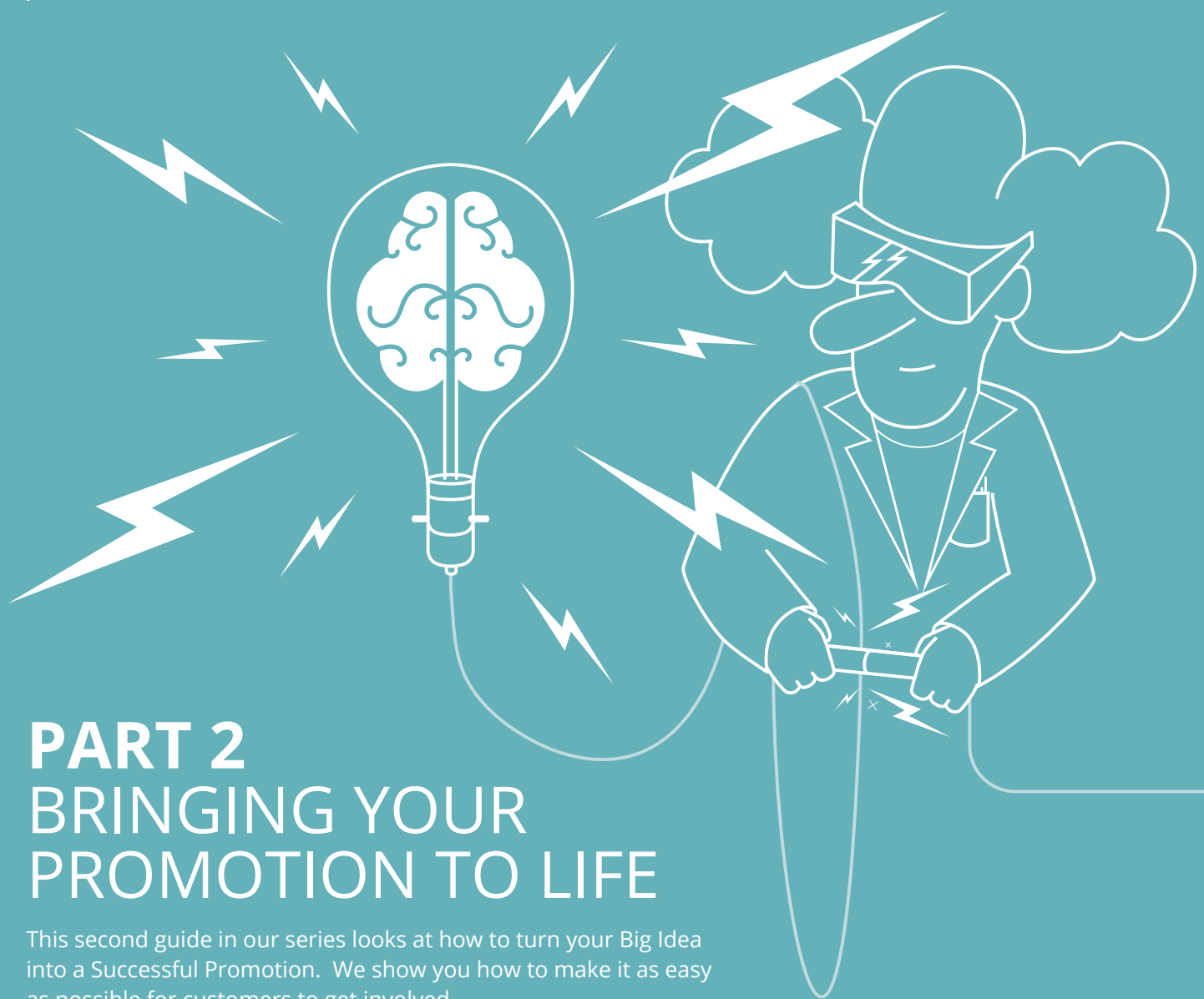


THE NDL GUIDE TO RUNNING SUCCESSFUL PROMOTIONS

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 2 BRINGING YOUR PROMOTION TO LIFE

This second guide in our series looks at how to turn your Big Idea into a Successful Promotion. We show you how to make it as easy as possible for customers to get involved.

From selecting the right 'entry mechanic' to making sure your promotion is legally compliant, plus advice on how to run your campaign across multiple territories. We also explore how to manage your promotion entrants, and some of the most common pitfalls, with tips on how to avoid them.

ndl.
THE NDL GROUP



HOW TO CHOOSE A PROMOTION MECHANIC

In today's competitive marketplace, your promotion must be a real attention-grabber to generate shopper engagement. **Part 1** of our series talked about 'Developing the Big Idea', but just as crucial to success is selecting the right entry mechanic that encourages your audience to enter.

In simple terms, your promotion should be fun to enter, with a clear mechanic, offering prizes your target audience really wants to win.

FIND THE RIGHT ENTRY MECHANIC TO SUIT YOUR BUSINESS GOALS

Irene Merlin, NDL's Head of Activation explains:

"First you need to define your business objective: for example, are you looking to increase sales tactically or build a customer database for future activity? Or do you simply want to create on-shelf stand-out? Whilst a simple prize draw can generate high levels of entries, brands can often achieve longer-lasting engagement with an audience via skill-based competitions. By asking entrants to give a reason for winning, or submit a creative entry, such as a video or photograph, brands can easily generate shareable content for their social media, email or online channels."



JUST A FEW OF OUR FAVOURITE PROMOTIONS



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



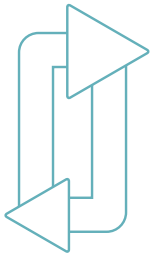
WHY DO TRADITIONAL PRIZE PROMOTIONS STILL WORK TODAY?

Sure, they've been around for ages, but these tried and tested promotional mechanics offer some of the best techniques for engaging customers and achieving a specific marketing goal.



INSTANT WIN or **GIFT WITH PURCHASE** promotions create immediate appeal at the point of purchase. Shift loyalty away from a favourite brand with an eye-catching prize or appealing reward connected to purchase. Add an extra layer of technology, such as **Blippar**, and you can create immediate excitement with your brand's purchase.

MARKETING GOALS = IMMEDIATE SALES, APPEAL TO NEW SHOPPERS, ACHIEVE STAND-OUT IN RETAIL SPACE



TRADE-INS or **CASHBACK PROMOTIONS**, often seen in consumer electronics, involve the exchange of a competitor's model for a cash reward when the new brand is purchased. This avoids devaluing the brand with a straight discount, and also allows manufacturers to sell products in higher volume, often to make way for the next model.

MARKETING GOALS = TACTICAL SALES DRIVE AGAINST COMPETITORS, INCREASED MARKET SHARE, AVOIDS DISCOUNTING



LOYALTY PROGRAMMES or **COLLECTOR SCHEMES** reward shoppers for repeat purchase. This encourages brand engagement and achieves a higher level of commitment during the promotional period. Using a technology platform, such as **Promotigo™**, to create customer accounts or validate codes gives the brand further marketing opportunities. Consider setting up regular reminder emails, or offering extra points for social media interaction.

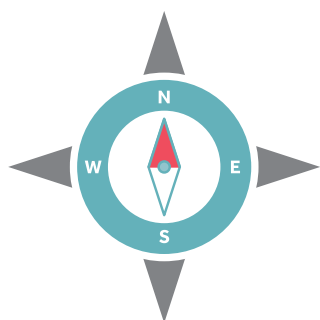
MARKETING GOALS = REPEAT PURCHASE, BUILDING A CUSTOMER DATABASE, REGULAR BRAND COMMUNICATION

Still unsure which way to go? Whatever your promotional goal, we can advise on the right mechanic for you.



EXPERTS IN
GLOBAL PROMOTIONS

IN THE LAST 5 YEARS
WE'VE MANAGED



50 OVER
MULTI-TERRITORY
CAMPAIGNS

100's

OF LEGALLY COMPLIANT
TERMS AND CONDITIONS



ACROSS 39 MARKETS



KEEPING IT LEGAL

Once your mechanic is tied down, you should consider how entries will be collected and managed to ensure a streamlined, locally approved experience for your participants.

Whatever the scale of your campaign, your entry mechanic needs to be:

- Compliant in every territory
- Legally registered with each local industry body
- Consistent across all communication

Where appropriate, you could also consider using responsive promotional technology, such as:

- Tailor-made apps to broaden reach across your audience
- Unique code verification for extra security
- Gamification to enhance customer engagement

Be aware that specific rules and regulations apply in the UK and overseas. Of course, the law and international codes of practise are subject to frequent changes, and can be highly complex. We recommend you seek legal advice before going live with any promotional activity.

The NDL activation team have put together some useful pointers to be aware of:

- Before committing to your entry route, check the **Gambling Act of 2005**. This act defines promotions that come under the headings lotteries (where an entry is purchased), betting (which can include some prize competitions) and gaming (defined as playing a game of chance for a prize.)
- Getting your promotion wrong could result in an individual or company being found guilty of a criminal offence under the Gambling Act. Aside from the fine or possible imprisonment, there is also significant bad publicity around running activity that the Gambling Commission considers to be an illegal lottery.
- If you're planning to run a UK-wide prize promotion, be aware of different regulations in Northern Ireland. There are separate rules related to the cost of entering a prize promotion, which may mean you will need to offer additional free routes to entry.
- Alternatively, you may decide to exclude Northern Ireland from UK prize promotions based on chance, in order to take advantage of your gaming route being linked to a product purchase at its usual price.
- Some people use the term 'prize draws' and 'competitions' interchangeably. There are distinct rules governing each one and they're not substitutable.
- Prize winners need to receive their prizes within a certain timeframe or be informed on when they will receive their prizes. Getting this wrong can not only break the law but also attract negative publicity.
- It sounds obvious but each entry should have an equal chance of winning using a verifiable method incorporating random selection.
- Don't fall foul of the Consumer Protection laws by making misleading claims about the prizes or the chances of winning.

If you have any doubts in this area, please do get in touch. We can help clarify any local requirements and offer advice on managing promotions across multiple territories and languages.



6 COMMON PITFALLS TO AVOID

Promotions can work wonders in reaching new audiences and building greater loyalty among existing audiences. They can get your brand talked about, shape what it means to people and generate an impact on your bottom line.

We've run over five thousand promotions in the last five years, so we've come across most scenarios! Here are our tips on how to avoid common pitfalls.

1

Reduce complexity

Remove complexity at every stage of your promotion. From the internal management of your promotion through to the entrants' experience. It may be harder work at the outset, but the simpler the approach the better in the long-term.

2

Set clear objectives

Return on investment – it's one of the biggest challenges faced by marketing teams when planning a new promotion. The expected ROI needs to be clarified from the outset, from increased sales through to building new audiences as well as advocacy on social media. You will also need to find the best ways to measure and report on how well your objectives were met.

3

Ensure attention to detail

The devil is in the detail when it comes to managing a successful promotion. From the entry process to the management of winners and losers, there are opportunities at every stage to influence your target audience in positive ways. Make sure you put yourself in your customers' shoes and build an experience you can be proud of.

4

Treat everyone like a VIP, all the time

Whether entrants have won or lost, they have still engaged with your brand and this is something to be celebrated. There needs to be a VIP quality to all customer touchpoints. The positive ripples of your promotion can still be felt long after the campaign is at an end. Always figure out a way to build the conversation and keep it going in a way which is appropriate to your target audience.

5

Communicate effectively

Effective communication between internal teams and entrants must be pre-planned and well executed. Everyone needs to know what they've got to do and by when. And, perhaps most importantly, an individual needs to take ownership for working with the winners to bring their prize to life.

6

Allow enough time

When dealing with complex promotional mechanics across multiple territories, it's crucial to allow yourself enough time to get it right. Drafting terms and conditions, waiting for third party approval and achieving final legal signoff in all countries all takes time. With relevant experience and local contacts we can help speed this up, but you'd be surprised how many times we've been asked to help in extremely tight deadlines!



CASE STUDY

The Story Lab and Mondelez approached us with a brand positioning brief to change people's minds about Halls.

For their incentivised trial and reward programme, Halls partnered with EA Games and Google Play to create a range of mobile prizes. Major retailers also got behind the promotion, using Halls' packaging and point of sale materials in store, in conjunction with social media and above the line channels to help promote the partnership.

The resulting campaign was **Halls Game On**, a mobile instant win promotion that ran across 14 EU territories. Using our Promotigo™ technology platform, we generated millions of self-verifying pack codes and powered a responsive multi-language microsite to deliver a compelling instant win experience: from point of purchase to fulfilment of 100,000+ mobile game downloads and mobile prizes.

To ensure the activity was fully compliant, we drafted the T&Cs and co-ordinated smooth delivery in local markets. This involved managing multiple mechanic types, dynamically seeded prize pools to maximise customer win and satisfaction rates, as well as newly created web and email content. The website **hallsgameon.com** was re-purposed in 13 languages, ensuring all customer data was securely managed in order to select and notify winners in line with compliance rules in each territory.

Finally, our Customer Experience team made sure the main prize winners had a fantastic brand experience.



The banner features a Halls product box at the top left. Below it, a yellow banner reads 'WIN EA MOBILE GAMES* + SMARTPHONES' with a smartphone icon. The background is pink and blue, showing a man in a helmet and various EA game covers like Need for Speed: Most Wanted, Plants vs. Zombies, Mass Effect: Infiltrator, Dead Space, and The Sims 3.

OBJECTIVES

- Reposition consumers' perception of the Halls brand as merely remedy & cough sweets
- Highlight Halls products as energizing sweets for adults
- Deliver a complex multi-territory instant win on pack promotion

WE PROVIDED:

CAMPAIGN
PLANNING

PROMOTIONAL
MECHANICS

PROMOTIONAL
PLATFORMS

ENTRY & CLAIM
MANAGEMENT

PROMOTIONAL
FULFILMENT



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.

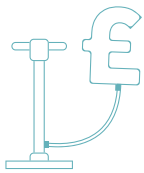
With clients as diverse as Global Radio, McDonald's, TomTom, XBOX and Camelot, the company has built a firm reputation for delivering successful promotional strategies, underpinned by reliable technology platforms, inspirational prize content and 5 star winner fulfilment.

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.



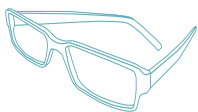
YOU'LL SEE A RANGE OF OPTIONS

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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visit www.ndlgroup.com

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