

Specs

MOBSITE



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

LEAD TIMES

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

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

DESCRIPTION OF MOBSITE

1. WHY IT WILL WORK FOR YOU

- Purchase is verified instantly
- Can be used across all retailers
- Can be accessed via USSD or WhatsApp
- Richer data can be obtained, open-ended questions can be asked, and there are no time limits, meaning consumers have more time to engage
- Till Slip reader can be added to the mechanic
- Other research can be conducted from details on the till slip. I.e. competitor products bought, regions, stores, times and categories visited, which will demonstrate types of shopping trips, etc
- Instant gratification
- Auto upload capabilities for airtime and data rewards
- Engaging consumer experience
- Great place to introduce gamification and get more creative

2. TAKE NOTE

- 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.

ARTWORK REQUIREMENT

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

PRIZE DISTRIBUTION

All prizes distributed through ZaPOP should be delivered to this address:

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