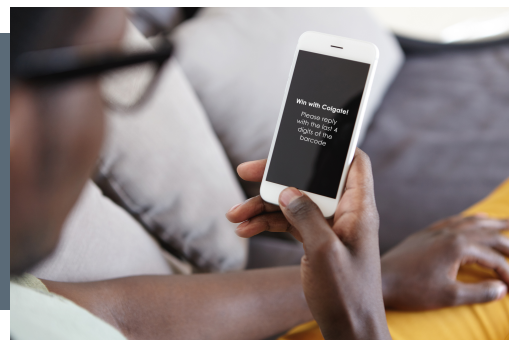


Specs

USSD



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 USSD

1. WHY IT WILL WORK FOR YOU

- Can be used across all retailers
- Cost-effective and easy entry mechanic for consumers (20c for 20 seconds)
- Customised questions can be asked as well as new questions each time a customer enters
- Gain consumer insights by asking questions
- No internet connection or data needed
- USSD codes work across all cellular networks
- High level of consumer engagement and is not market bias
- Excellent for instant gratification campaigns
- Auto upload capabilities for Airtime and Data rewards

2. TAKE NOTE

- Purchase cannot be verified through the system – purchase verification done manually
- 20 second time frame does mean the questions you can ask have their limitations

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