

## Specs

# WHATSAPP



## 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 WHATSAPP

### 1. WHY IT WILL WORK FOR YOU

- Can be used across all retailers
- Richer consumer data can be obtained as open-ended questions can be asked (max 2-3 questions) and there are no time limits, so consumers have more time to engage
- Till Slip reader can be added to the mechanic.
- Higher engagement than Mobisite
- It's inexpensive/free
- It's short and clear
- Its message delivery is immediate, which can create a feeling of urgency and excitement about a campaign

## 2. TAKE NOTE

- Instant gratification is not possible
- Can be used across all LSMs but does require smartphone and data so the higher the LSM the higher the engagement

## 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