

CUSTOMER CASE CONSUMER ENGAGEMENT SOLUTIONS



Digital scan & win campaign

Gained 6,800 registered users thanks to promotion based on unique package connectivity



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Customer

A dairy producer in Central America.

Challenge

To boost brand awareness and stimulate sales.

Solution

A scan and win promotion with our consumer engagement solutions.

Results

Gained 6,800 registered users and achieved 12,200 valid scans during the seven-week campaign.

Customer challenge

A dairy producer in Central America wanted to boost brand awareness and stimulate sales of their imported, high quality ambient white milk.

Our solution

With our customer engagement solutions, we replaced the alphanumeric codes printed on their packages with our unique data matrix codes. And we supported the customer to execute a seven-week digital scan and win campaign. The company promoted their ambient white milk products, awarding prizes to consumers for each code they scanned with their app.

Results achieved

Our customer gained 6,800 registered users during the seven-week campaign – which was double the number of consumers the dairy producer hoped to reach with the campaign. Altogether, users scanned the package 22,400 times.



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Solution: A scan and win promotion with our consumer engagement solutions.

6 800
users

1.8
average scans per users

12 200
valid scans