



## Digital scan & win campaign

Sales increased 16% thanks to promotion based on unique package connectivity



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### Customer

A dairy producer in Southern Europe.

### Challenge

To boost brand awareness and stimulate sales in a declining market.

### Solution

Scan & win promotion, one of Tetra Pak's Consumer Engagement Solutions.

### Results

Increased sales by 16% in a declining market, with particular success among families with children.

# Customer challenge

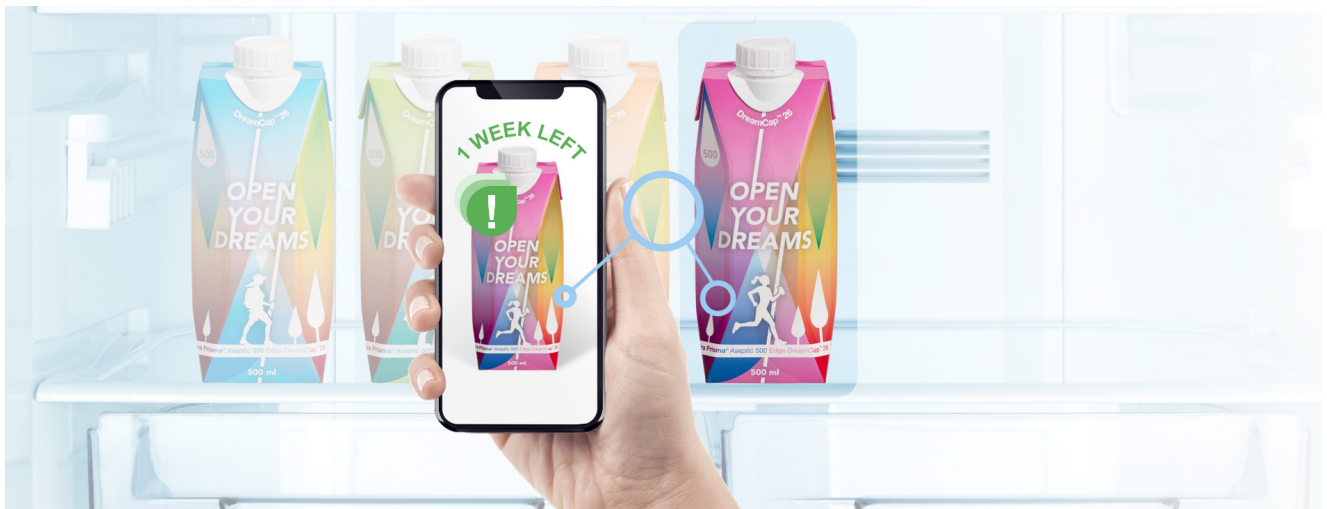
Our customer's product was earlier voted product of the year. Naturally, they wanted to continue to be the consumers' first choice, but the overall market was declining. It wasn't enough for the producers to continue doing what they had always done. They needed to be more innovative and reach out to consumers in a fun, interactive way.

## Our solution

Tetra Pak provided the customer with everything they needed to execute the campaign – from the equipment for codifying packages to the mobile consumer app and campaign management tools. Consumers downloaded the app and used it to scan the printed code on the top of the package, which in turn allowed them to collect points and win prizes. Using Tetra Pak's digital dashboard, the customer was able to monitor campaign results in real time. As a result of tracking the performance the customer was able to make small changes to the app to ensure maximum success for the promotion.

## Results achieved

The dashboard showed a total of 17K users – three times the number of consumers the dairy producer would expect to reach with a traditional campaign. Altogether, the users scanned the package 325K times, and product sales increased by 16%. In addition, the number of claims went down – a positive, knock-on effect of real-time monitoring.



### CUSTOMER CASE CONSUMER ENGAGEMENT SOLUTIONS

**Challenge:** To boost brand awareness and stimulate sales in a declining market.

**Solution:** Scan & win, a consumer engagement solution from Tetra Pak.

**17 000**  
users

**16%**  
increase in sales

**325 000**  
scans