



Who for: Britvic
What for: Summer 2020 Text2Win Cash
Where: In store right now

What we're doing right now:

We're delighted to be working on behalf of Britvic on their instore activity that rewards Co-op and Nisa shoppers with cash, when they purchase a qualifying soft drink in store.

The client wanted a solution that made this as instant as possible so that it encouraged repeat purchase, and via their agency, they asked Cloud Nine for a solution.

In house we've created and are managing a **text2win** activity which is running over the summer period and offers cash prizes in different increments on a daily basis. Multiple opportunities and daily prize draws are creating a buzz instore which is driving sales and product awareness.

We got creative with the prize fulfilment mechanic, and for what's thought to be an industry first, we've teamed up with Ping it. This allows our team to make no hassle same day mobile to mobile payments, and also reduce the clients overall fulfilment costs.

The result, hundreds of happy winners are receiving their cash prizes almost instantly.



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