

EPSON

EXCEED YOUR VISION

Who for: Epson

What for: Epson's domestic printer audience

Where: In-store across Europe

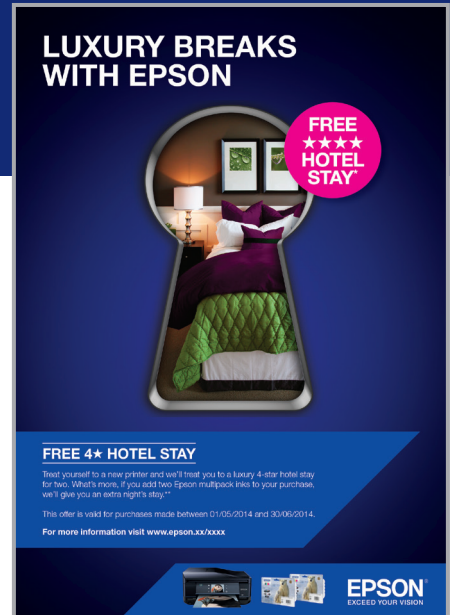
What we did:

Epson were looking for a solution that offered an aspirational high value guaranteed gift with purchase to replace their typical cash back offer.

We suggested a free luxury hotel stay offer with a simple message purchase an Epson printer and receive a one night luxury stay. In addition purchase a toner pack and receive a second night. We created a very easy to use online solution which allowed the consumer to redeem the offer within minutes.

A secure online hotel booking site for each of the ten European countries was built, enabling the consumer to check LIVE availability at over 1000 properties in their home country. Once a hotel was found they simply confirmed this online and a hotel voucher was emailed to them making the process, quick and easy, and most importantly fuss free.

The simplicity of the customer journey made it hugely popular with the Epson audience, and the reduced administration and cost effectiveness surrounding the activity made it commercially very popular with Epson in the UK and across Europe.



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