

Coles - Key Period Sales Driver



CLIENT:

coles

OVERVIEW:

Coles were looking to drive sales, increase brand loyalty and obtain strong competitive edge.

SOLUTION:

Created 'The Coles Unreal Movie Deal' promotion, rewarding customers with movie tickets when they purchased any two of the participating products. Using our fixed fee pricing model, Coles reached national coverage in the most cost effective way.

BENEFITS:

- Broad appeal
- Compelling national solution
- Strong cut through in a highly competitive market
- Provided customers with added value
- Acquired front of store positioning

