

# The Good Guys - Key Period Brand Partnership Promotion



## CLIENT:

**THE GOOD GUYS**

## OVERVIEW:

The Good Guys main objective was to drive sales across the peak Christmas period, encourage brand loyalty and reward customers.

## SOLUTION:

Customers who spent \$50 in store and registered, went into the draw to receive a family pass to see Disney's blockbuster film Frozen. Hollywood Movie Money provided an end to end solution, including claim validation, fulfilment and customer service management.

## BENEFITS:

- Broad appeal
- Australia wide promotion
- Point of difference in a competitive market
- Added high perceived value

