

# Lego - Gift With Purchase Sales Driver

## CLIENT:



## OVERVIEW:

LEGO'S main objective was to increase sales and provide their target market with a highly valued reward.

## SOLUTION:

Consumers were offered a BONUS single child's movie voucher to a screening of THE LEGO MOVIE when they spent \$60 or more of any LEGO product from participating retailers.

Hollywood Movie Money provided an end to end solution; including claim validation, fulfilment and customer service for this promotion

## BENEFITS:

- Increased incremental spend levels
- Generated 'feel good' brand association
- Received positive feedback from customers
- Relevant to their target demographic

