

Lite n' Easy - Member Reward



CLIENT:

Lite n' Easy

OVERVIEW:

Lite n' Easy were looking for a promotion that would drive sales and provide a highly valued and broadly appealing reward.

SOLUTION:

Every customer that received a delivery of a Lite n' Easy product during the promotional period received a double pass to the movies.

BENEFITS:

- Increased customer satisfaction
- Point of difference in a highly competitive market
- Experienced positive sales uplift
- Campaign delivered well within budget

