

Swisse - Feel Good Sales Driver



CLIENT:



OVERVIEW:

Swisse wanted to increase sales and provide a gift with purchase that added value to their target market.

SOLUTION:

Customers who purchased a participating Swisse product received a single adult movie voucher to a screening of THE SMURFS 2. This was communicated with key film imagery across all promotional materials.

BENEFITS:

- Relevant to the target demographic
- Provided added value as opposed to discounting product
- Generated 'feel good' brand association

