

# TCL - Drive Sales



## CLIENT:



## OVERVIEW:

TCL was looking for a promotion strategy that would drive sales, obtain strong competitive edge and increase social media followers.

## SOLUTION:

Created the BONUS movie ticket promotion, rewarding customers with 6 months of movies or double passes when they purchased participating products.

Customers were instructed to 'like' TCL's Facebook page and follow the prompts on their fully branded website to receive movie rewards.

"Our Bonus Movie Ticket promotion was a great success, exceeding our expectations by driving sales and positive engagement with our customers." – *Marketing Manager, TCL.*

## BENEFITS:

- Increased social media followers
- Provided customers with added value as opposed to discounting product
- Obtained strong competitive edge
- Opportunity to engage with customers every month

