



IMI NEXTWAVE™ CONTENT SERIES

# **Driving your Brands Volume + ROI with Promotion**

Presented by Steve Bucovetsky | September 21<sup>st</sup>, 2023



## ABOUT THE SPEAKER

### STEVE BUCOVETSKY

#### **VP, Consumer Insights**

With over 20 years of experience in both the marketing and insights space, along with an MBA from the Schulich School of Business, Steve Bucovetsky brings a wealth of knowledge to this account base and to the greater team at IMI International.

Steve has a wealth of experience, actively engaging in the development, measurement and optimization of thousands of marketing activations across 80 categories spanning 20+ countries, collaborating with a diverse range of both well-known and niche brands.

Steve's passion shines through across all facets of the business, always, with a clear focus on IMI's core purpose of INSIGHT.DRIVING.PROFIT.

# IMI International Overview

SINCE 1971 OUR CORE PURPOSE

## INSIGHT DRIVING PROFIT

150+  
CLIENT PARTNERS

FROM 45+  
COUNTRIES



FOCUSED  
INTEL



GEOGRAPY



DEMOGRAPHIC



PASSIONS



CATEGORY

MONTHLY INSIGHT **X18** COUNTRIES  
OFFICES ON FOUR CONTINENTS



RELEVANT  
CONTEXT

50,000+  
CASE STUDIES





PERFORMANCE VS.  
IN-MARKET  
BENCHMARKS

### FACT-BASED GUIDANCE FOR EVERY STEP OF THE WAY



DISCOVER

UNCOVER  
GENUINE  
OPPORTUNITY



CONFIRM

FACT BASED RELATIVE TO IN  
MARKET ACTION STANDARD  
/ BENCHMARKS'



OPTIMIZE

MAKE THE MOST OF EVERY  
DOLLAR WITH CONTINUOUS  
ROI OPTIMIZATION

Uncover opportunity.  
Set your strategy.  
Intercept and engage.

## SOURCES OF INSIGHT

Insight from best practices over 50 years and new insight  
from September 2023

### CATEGORY PULSE

200,000+ consumer surveys  
completed between Feb 2020  
and July 2023.

### IMI 24™

250,000+ surveys  
completed in 2022 and  
refreshed for 2023.

### NEXTWAVE

Thought Leadership including  
insight into consumer  
sentiment. 2.0 million people  
from Feb 2020 to present.

### UNI

Cumulative best practices from  
IMI's work across promotional  
programs over 50 years.

# IMI NextWave™

IMI NextWave™ continuously dives into salient topics on professionals' minds today. **Fact based insight to drive your profit.**

Maximizing Impact in Cause & Charity in 2023 & Beyond

Maximizing the Impact, Effectiveness & ROI of LIVE

**Driving your Brand's Volume with Promotion - TODAY**

Brand Essentials to Dominate in 2024 – November 2023

Winning with Youth and Multicultural in 2024 – December 2023

To stay informed and get first access to upcoming events, follow us on LinkedIn and look out for our emails!

All content is available on  
**IMI's Global Content Portal**



[content.consultimi.com](https://content.consultimi.com)







**If you would like a live presentation or have any questions - reach out!**

**All Reports and Webinar Registrations:**  
**[content.consultimi.com](https://content.consultimi.com)**



**Click Here to Email**  
**Vanessa Toperczer,**  
**SVP IMI International**



# THE IMPACT OF PROMOTION

## SECTION 1

### Promotional Effectiveness Impact on Purchasing

What actions people take due to promotions – New Product, Product Not purchased Regularly, Product I buy often



## SECTION 2

### What People are Willing to Do

Demonstrating the reality that the more you ask of people, the less successful your program will be



## SECTION 3

### Promotional Best Practices

Myth busting- The stuff you really need to know to build successful promotions. Odds, # of Prizes, etc..



## SECTION 4

### Promotions 101 and BP Checklist

A summary to ensure best foot forward



# A LOOK BACK...





# HAVE PURCHASED IN THE PAST 12 MONTHS DUE TO

## A chance to WIN

▶▶ INSIGHT

PROMOTIONS ADD VALUE AND  
CONTINUE TO BE EFFECTIVE



2023

74%



73%

2005

69%

81%

Purchasing products and services due to promotions – N=1,000 – September 2023

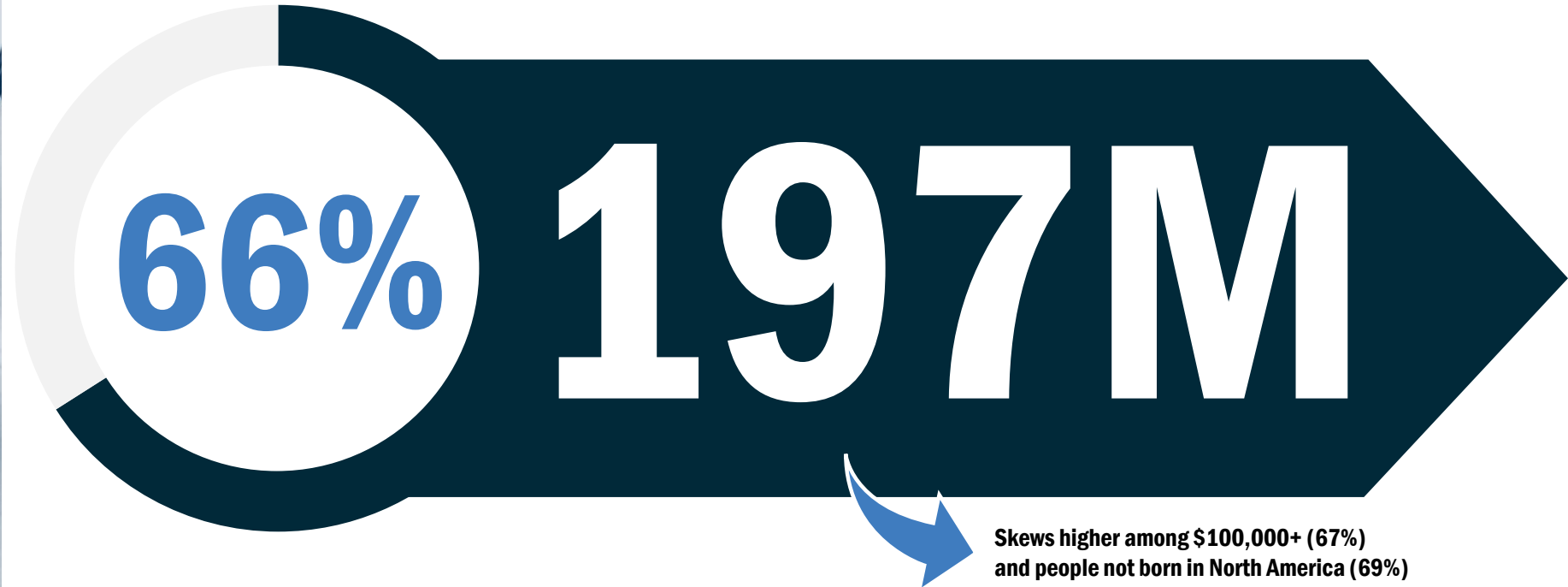
## SECTION 1

# PROMOTIONAL EFFECTIVENESS

Insight from September 2023

## PROMOTIONS CREATE INTEREST

## SEARCH OUT MORE INFORMATION ABOUT A PRODUCT DUE TO A PROMOTION



Purchasing products and services due to promotions – N=1,000 – September 2023



## PROMOTIONS DRIVE ACTION

# ENTERED A CONTEST FOR THE CHANCE TO WIN SOMETHING



70%

200M

Skews higher among \$100,000+ (75%)  
Male (73%) and Canadian (74%)

Purchasing products and services due to promotions – N=1,000 – September 2023





## PROMOTIONS DRIVE WOM

# TALK TO FRIENDS/FAMILY ABOUT PROMOTIONS BEING OFFERED

59%

178M

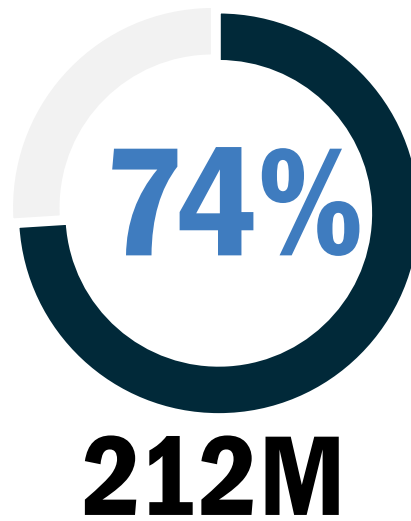
Skews higher among \$100,000+ (65%)  
And people not born in North America (69%)

Purchasing products and services due to promotions – N=1,000 – September 2023

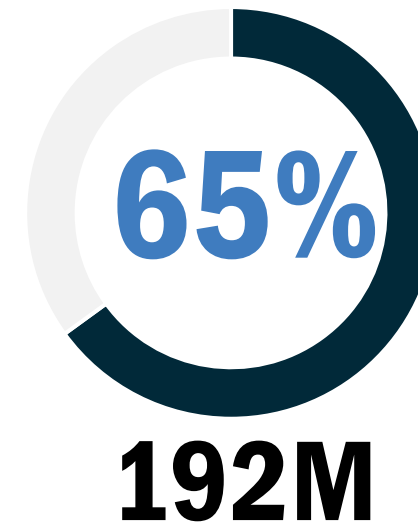


**PROMOTIONS  
DRIVE PURCHASE  
AND INCREMENTAL  
TRANSACTIONS**

**PURCHASED A PRODUCT I  
REALLY LIKE FOR A CHANCE TO  
WIN**



**PURCHASED A NEW  
PRODUCT for a CHANCE TO  
WIN**



Purchasing products and services due to promotions – N=1,000 – September 2023

# Purchased a NEW PRODUCT for a CHANCE TO WIN



## GEN-Z



82%

## MILLENNIALS



73%

## GEN-X/BOOMERS



58%

# Purchased a NEW PRODUCT for a CHANCE TO WIN



**<\$50k**



**61%**

**\$50k-\$100k**



**68%**

**\$100k+**



**68%**

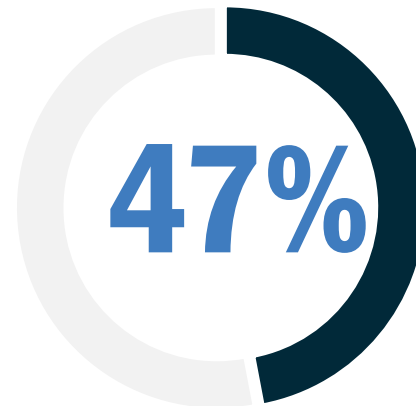


# Impact on Purchasing



PROMOTIONS  
DRIVE REPEAT  
AND MOTIVATE NEW  
PURCHASERS

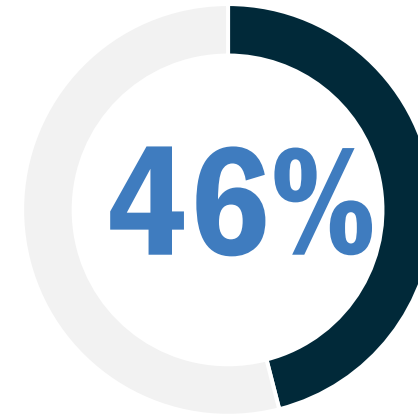
Purchased a **PRODUCT**  
**MULTIPLE TIMES** for a **CHANCE**  
**TO WIN**



**140M**

DRIVE MULTIPLE PURCHASES

Purchased a **PRODUCT I**  
**DON'T BUY REGULARLY** for a  
**CHANCE TO WIN**



**143M**

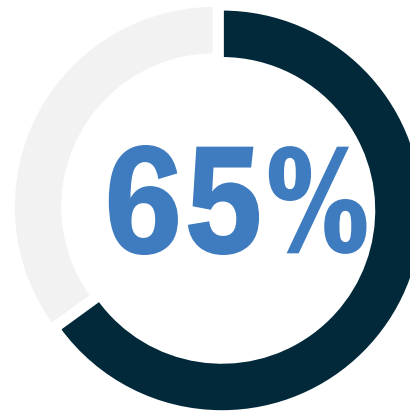
MOTIVATE NEW ENTRANTS

Purchasing products and services due to promotions – N=1,000 – September 2023

## PROMOTIONS DRIVE SPONTANEOUS PURCHASES AND TRIAL

Opportunity to recruit  
into your brand

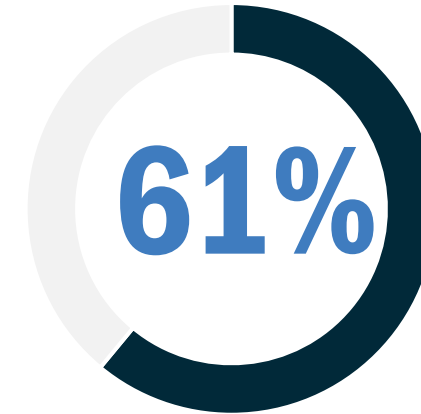
Purchased a **PRODUCT**  
**SPONTANEOUSLY/UNPLANNED**  
for a **CHANCE TO WIN**



**191M**

DRIVES IMPULSE

Purchased a **PRODUCT I NEVER**  
**THOUGHT I WOULD PURCHASE**  
for a **CHANCE TO WIN**



**173M**

STIMULATES ACTION

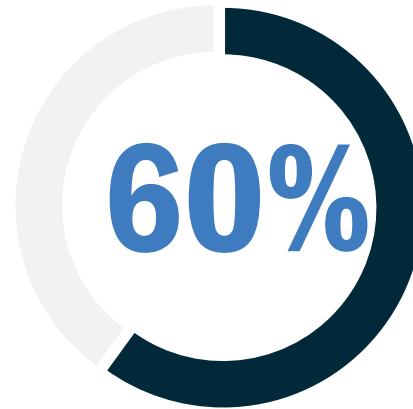
# Impact on Purchasing



## PROMOTIONS DRIVE PREFERENCE OF YOUR BRAND

Opportunity to  
drive your ROI

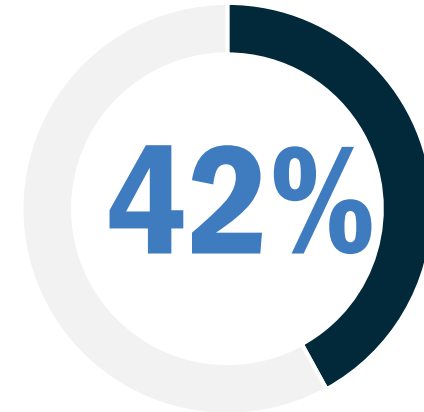
Purchased a **HIGHER PRICED  
PRODUCT** for a **CHANCE TO WIN**



**171M**

PREMIUM POSITION

Compared two similar products  
in-store and **PURCHASED** the  
**PRODUCT WITH THE PROMOTION**

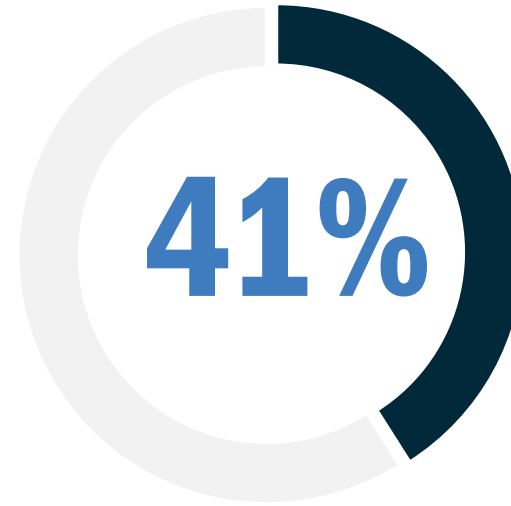


**127M**

TIE-BREAKER

Purchasing products and services due to promotions – N=1,000 – September 2023

# It's not just about the individual....



**119M**

**41% of people purchased a SPECIFIC PRODUCT and entered a promotion to win a prize I KNOW MY FAMILY WOULD LOVE**

**WHEN DEVISING PRIZING, KNOW THE PEOPLE THAT YOU WANT TO CONNECT WITH**



## When done Effectively Promotions Will

1. **DRIVE VOLUME AND SHARE** by stealing from the competition
2. **BRING NEW USERS INTO THE BRAND...** Ideally your competitors' best customer
3. **BUILD BRAND EQUITY** as much as brand advertising, by way of getting your product into consumers' hands



# **PROMOTIONS WORK!**

---

**When developed and executed effectively. They have continuously and successfully driven volume for the 50+ years IMI has been consulting**

**NOW...how can you drive volume/share gains through promotions?**

## **SECTION 2**

# **WHAT ARE PEOPLE WILLING TO DO**



## **PROMOTIONAL BEST PRACTISE – ENTRY MECHANIC**

**Make it easy to understand and easy to participate**

**The reality of promotions – and human nature  
– making something more work will ensure fewer  
people will do what you want them to do.**



**INSTANT WIN/LOSE HAS ALWAYS BEEN AND ALWAYS  
WILL BE THE LEAST AMOUNT OF WORK DRIVING  
MAXIMUM ENTRY AND PURCHASING.**

**IF YOU CARE ABOUT SALES/SHARE,  
MAKE IT EASY FOR PEOPLE TO PARTICIPATE**



# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

▶▶ INSIGHT

THE PROMOTION WITH THE  
EASIEST MECHANIC WILL  
WIN EVERY TIME.

## Intention to Purchase and Participate via Entry Mechanic



**% DECLINE**

### Instant – on pack, in pack, tear, UTC

### Max Performance

Enter online with a pin	<b>-31%</b>
Enter using a QR code	<b>-45%</b>
Download a brands app to enter a contest	<b>-72%</b>
Enter through Instagram	<b>-74%</b>
Enter by making a video of why you love the product	<b>-88%</b>



If the objective is to ‘get people to buy my product/service’, then requiring them to send in ‘proof of purchase’ will **ENSURE THEY DON’T BUY YOUR PRODUCT.**

#### Intention to Purchase and Participate via Entry Mechanic

Proof of Purchase	Canada	<b>-67%</b>
	USA	<b>-51%</b>

# THERE ARE MARKET NUANCES ON MECHANICS

To optimize performance consider the

1. Geography; and
2. Demographic profile



# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

## ▶▶ INSIGHT

**THE PROMOTION WITH THE EASIEST MECHANIC WILL WIN EVERY TIME.**

### Intention to Purchase and Participate via Entry Mechanic




	Gen Z	Millennials	Gen X / Boomers
Top Performing Entry Mechanics	INSTANT		
	– ON PACK, IN PACK, TEAR, SCRATCH, UTC		
	<u>% Decline</u>	<u>% Decline</u>	<u>% Decline</u>
Online PIN	0%	-27%	-30%
QR Code	0%	-37%	-42%
Send in Proof of Purchase Receipt	-56%	-42%	-54%
Instagram	-52%	-75%	-76%
Tik Tok	-36%	-66%	-84%
Downloading the Brand app	-24%	-64%	-65%
Send a video of why you love the brand	-60%	-72%	-82%



# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

## ▶▶ INSIGHT

THE COVID SANITY REALITY MADE THE QR CODES ESSENTIAL AND IS NOW A VIABLE – YET NOT PREFERRED MECHANIC

Intention to Purchase and Participate via Entry Mechanic			
			
% Decline in Performance vs top performing entry mechanics	Gen Z	Millennials	Gen X / Boomers
QR Code Entry - 2015	-51%	-62%	-72%
QR Code Entry – September 2023	0%	-37%	-42%

COVID REALITY OF 2020 TO 2022  
WHERE QR CODES WERE EVERYWHERE

# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

## ▶▶ INSIGHT

DON'T MAKE PEOPLE DO TO MUCH WORK IF YOU WANT TO DRIVE VOLUME AND WIN SHARE

### Intention to Purchase and Participate via Entry Mechanic




% Decline in Performance vs top performing entry mechanics	Gen Z	Millennials	Gen X / Boomers
Send in Proof of Purchase Receipt	-56%	-42%	-54%
Send a video of why you love the brand	-60%	-72%	-82%

# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

## ▶▶ INSIGHT

**SOCIAL MEDIA ENTRY MECHANICS ARE VERY INEFFECTIVE WITH MILLENNIALS, GEN X OR BOOMERS**

Intention to Purchase and Participate via Entry Mechanic				
% Decline in Performance vs top performing entry mechanics	Gen Z	Millennials	Gen X / Boomers	
Downloading the Brand app	-24%	-64%	-65%	
Instagram	-52%	-75%	-76%	
Tik Tok	-36%	-66%	-84%	

# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

## ▶▶ INSIGHT

**THE PROMOTION WITH THE EASIEST MECHANIC WILL WIN EVERY TIME.**

### Intention to Purchase and Participate via Entry Mechanic



% Decline in Performance vs top performing entry mechanics

Gen Z

Millennials

Gen X / Boomers


#### Top Performing Entry Mechanics


**INSTANT**

– ON PACK, IN PACK, TEAR, SCRATCH, UTC

Online PIN	<b>-18%</b>	<b>-29%</b>	<b>-34%</b>
QR Code	<b>0%</b>	<b>-32%</b>	<b>-56%</b>
Send in Proof of Purchase Receipt	<b>-55%</b>	<b>-67%</b>	<b>-70%</b>
Instagram	<b>-18%</b>	<b>-59%</b>	<b>-88%</b>
Tik Tok	<b>-73%</b>	<b>-75%</b>	<b>-95%</b>
Downloading the Brand app	<b>-55%</b>	<b>-42%</b>	<b>-52%</b>
Send a video of why you love the brand	<b>-55%</b>	<b>-70%</b>	<b>-89%</b>

# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

Intention to purchase and participate via entry mechanic 			
% Decline in Performance vs top performing entry mechanics	Gen Z	Millennials	Gen X /Boomers
Instagram – Canada	-18%	-59%	-88%
TikTok – Canada	-73%	-75%	-95%

Intention to purchase and participate via entry mechanic 			
% Decline in Performance vs top performing entry mechanics	Gen Z	Millennials	Gen X /Boomers
Instagram – USA	-52%	-75%	-76%
TikTok – USA	-36%	-66%	-84%


**SOCIAL MEDIA ENTRY MECHANICS AMONGST GEN Z IS MUCH MORE INTRIGUING THAN IT WOULD BE TO MILLENIALS, GEN X OR BOOMERS BUT IT’S STILL NOT THE STRONGEST METHOD FOR ENTRY**



# Intention to Purchase and Participate in “enter to win 1 of 3 \$100,000 cash prizes”

## ▶▶ INSIGHT

SOCIAL MEDIA ENTRY MECHANICS AMONGST GEN Z IS MUCH MORE INTRIGUING THAN IT WOULD BE TO MILLENNIALS, GEN X OR BOOMERS

Intention to Purchase and Participate via Entry Mechanic 			
% Decline in Performance vs top performing entry mechanics	Gen Z	Millennials	Gen X / Boomers
Instagram – Canada	-18%	-59%	-88%
Instagram – USA	-52%	-75%	-76%
TikTok – Canada	-73%	-75%	-95%
TikTok – USA	-36%	-66%	-84%

## **SECTION 3**

# **PROMOTIONAL BEST PRACTISES**

# PROMOTIONAL BEST PRACTICE

**Don't narrow the offer too much (i.e. overthink) as it diminishes performance**

- Jamaica vs Caribbean

- BMW vs. Car of your choice for \$50,000

- iPhone vs. \$1000 toward any phone

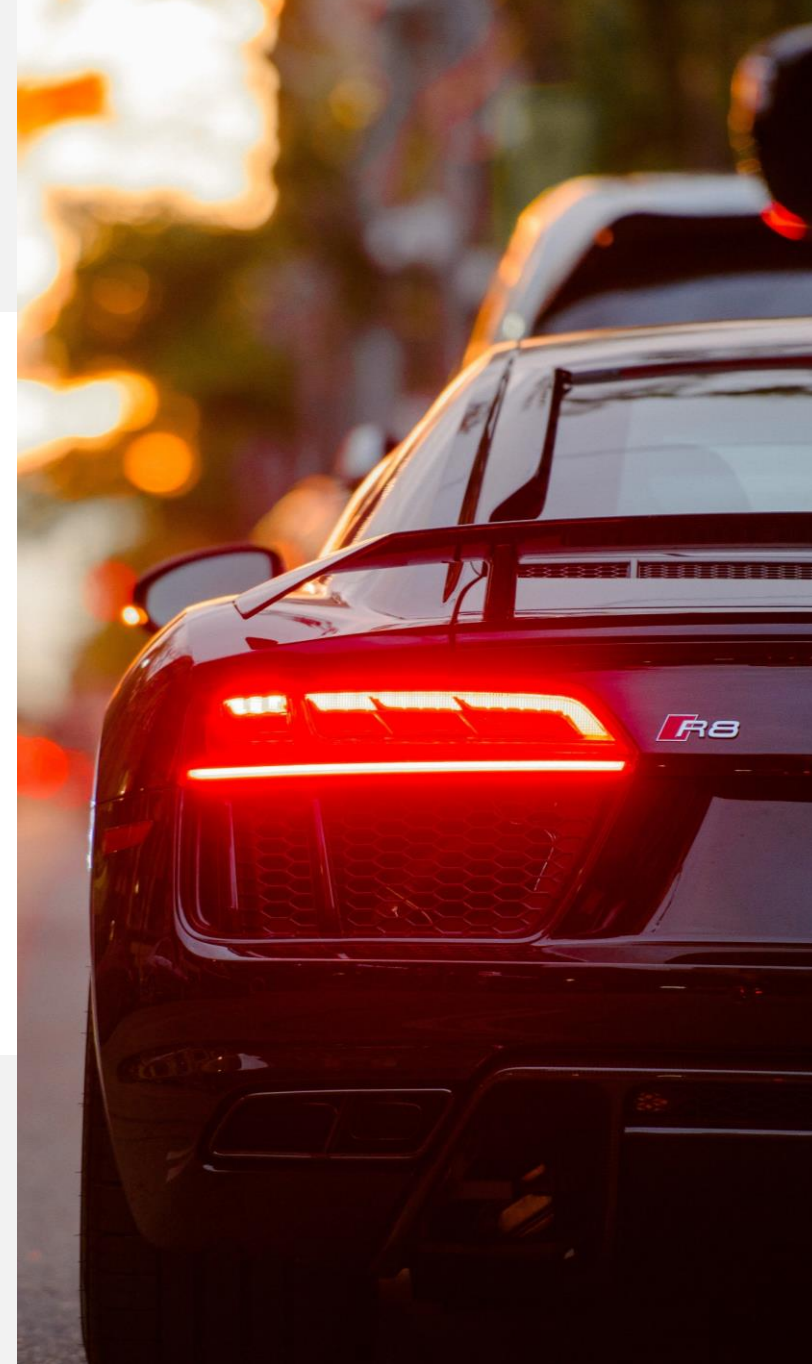
**PROVIDING 'CHOICE' WILL OPTIMIZE SUCCESS**

**Consumers have a vast array of ‘preferred prizing’  
Providing freedom of choice accelerates participation.  
The more prescriptive (narrow) brands are the less impactful  
the program.**



# Unaided – If you won a promotion, which car / SUV or Truck would you most want to win?

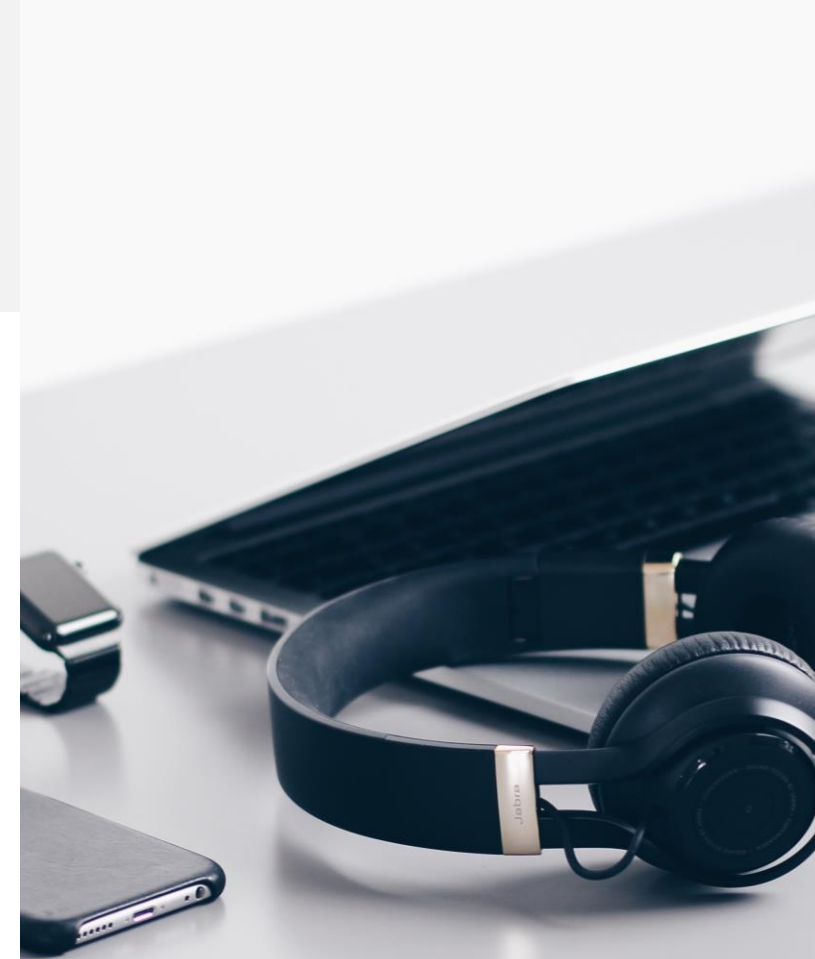
<b>Audi</b>	<b>F-150</b>	<b>Mercedes</b>
<b>BMW</b>	<b>Fiat</b>	<b>Mini</b>
<b>Bugatti</b>	<b>Ford</b>	<b>Mustang</b>
<b>Cadillac</b>	<b>Honda</b>	<b>Porsche</b>
<b>Chevy</b>	<b>Jaguar</b>	<b>Range Rover</b>
<b>Corvette</b>	<b>Jeep</b>	<b>Tesla</b>
<b>Dodge</b>	<b>Land Rover</b>	<b>Toyota</b>
<b>Dodge Ram</b>	<b>Lexus</b>	
<b>Electric</b>	<b>Maserati</b>	





# Unaided – If you won a promotion **which electronics - technology - new products** - would you most want to win?

<b>Air Fryer</b>	<b>Electronics</b>	<b>Large Screen TV</b>	<b>Speaker</b>
<b>Android Phone</b>	<b>Firearm</b>	<b>Latest Phone</b>	<b>Surface Pro</b>
<b>Apple</b>	<b>Freezer</b>	<b>Money</b>	<b>Tablet</b>
<b>Appliances</b>	<b>Gas cooker</b>	<b>Nintendo</b>	<b>Tesla</b>
<b>Bluetooth Speaker</b>	<b>Gift cards</b>	<b>PlayStation</b>	<b>The Mirror</b>
<b>Camera</b>	<b>Fitbit</b>	<b>Robot</b>	<b>Toaster</b>
<b>Chromebook</b>	<b>iPad</b>	<b>Smart TV</b>	<b>TV recorder</b>
<b>Coffee/Latte Maker</b>	<b>iPhone</b>	<b>Smart Watch</b>	<b>Xbox</b>
<b>Computer</b>	<b>iPod</b>	<b>Sonos</b>	
<b>Drone</b>	<b>Laptop</b>	<b>Sony</b>	



# Unaided – If you won a free trip somewhere – where would you want to go?

<b>Africa</b>	<b>California</b>	<b>Greece</b>	<b>Miami</b>
<b>Arizona</b>	<b>Canary Islands</b>	<b>Hawaii</b>	<b>London</b>
<b>Aspen</b>	<b>Croatia</b>	<b>Ireland</b>	<b>New Zealand</b>
<b>Australia</b>	<b>Disney</b>	<b>Italy</b>	<b>Rome</b>
<b>Bali</b>	<b>Europe</b>	<b>Jamaica</b>	<b>Spain</b>
<b>Banff</b>	<b>Florida</b>	<b>Japan</b>	<b>Taj Mahal</b>
<b>Barbados</b>	<b>France</b>	<b>Mallorca</b>	<b>Venice</b>
<b>Bora Bora</b>	<b>Germany</b>	<b>Mexico</b>	



Where possible, provide freedom of choice. Don't tell consumers where they will go

PURCHASE A BRAND or  
PRODUCT FOR A CHANCE TO  
WIN A TRIP

▶▶ INSIGHT

Choice is critical to success.

The impact on customer choice – it's not the brand's choice

PURCHASE A BRAND/PRODUCT FOR A CHANCE TO WIN A TRIP	USA	Canada	UK
Anywhere in the World	34%	31%	29%
Anywhere in the USA	17%	17%	15%
Anywhere in Europe	16%	17%	10%
To the Space Station on SpaceX	12%	12%	8%

# MORE IS LESS – Allow people to dream, don't tell them what to do

Intention to Purchase the brand for a chance to win 1 of 3....

28%

16%

12%

## OPTION 1



Win a Trip to LA

## OPTION 2



Win a trip to the Oscars in LA

## OPTION 3



Win to be on the Red Carpet





# **PROMOTIONAL BEST PRACTISE**

**Know your point of diminishing returns**

**You don't always have to spend as much as you think**

# Is the prize ever too large?

There is a diminishing point of returns



PURCHASE A BRAND/PRODUCT FOR A CHANCE TO WIN	%
\$100,000	35%
\$1,000,000	37%
\$5,000,000	36%
\$10,000,000	34%
\$1,000,000,000	36%



Over 30% do not believe \$10M will be won and over 40% do not believe anyone will win \$1BN



# The Impact of Odds

**Reality – Good odds are good odds, and most people never know what the odds are.**

**Focus on quality/utility of items, not odds.**

DEFINITELY/VERY LIKELY TO PURCHASE	%	IMPACT
1 in 3 chance in a \$50 Amazon Gift Card	64%	0%
1 in 10 chance in a \$50 Amazon Gift Card	56%	-15% (OPTIMAL)
1 in 20 chance in a \$50 Amazon Gift Card	40%	-43%
1 in 50 chance in a \$50 Amazon Gift Card	31%	-59%
1 in 100 chance in a \$50 Amazon Gift Card	26%	-67%

# Purchased a brand/product for a chance to win 3 vs 100 Trips to Anywhere in Europe

## Minimum Number of Grand Prizes to Motivate Purchasing



	USA	CANADA	UK
3 Grand Prize Trips Anywhere in Europe	15%	18%	13%
100 Grand Prize Trips Anywhere in Europe	15%	19%	12%
OVERALL IMPACT	0%	+1%	-1%

MONADIC STUDY DESIGN – NO PREFERENCE TESTING: n = 300 per country per concept

# Purchased a brand/product for a chance to win **once or hourly**

The overall impact declines  
when awarded hourly



	USA	CANADA	UK
1 of 3 \$100,000 prize	35%	37%	27%
\$/£ 100,000 prize awarded hourly	28%	30%	22%
OVERALL IMPACT OF AWARDING EVERY HOUR	-7%	-7%	-5%

MONADIC STUDY DESIGN – NO PREFERENCE TESTING: n = 300 per country per concept





# **Are 'dream prizes' aspirational?**

## **Do they drive purchase?**

# Do ‘Dream Prizes’ Accelerate Purchasing?

Monetary prizes performs better than experience-based prizing.



PURCHASED A BRAND/PRODUCT FOR A CHANCE TO WIN	USA	CANADA	UK
\$/£ 1,000,000,000 Cash	35%	37%	27%
\$/£ 500,000 House or Vacation Home	25%	28%	20%
Dinner with the celebrity of your choice – actor, musician, politician, influencer	14%	13%	18%
A trip on SpaceX to the Space Station	12%	12%	8%



# PROMOTIONAL BEST PRACTISE

Quality prizing is essential

Avoid a high quantity of prizing people don't want



Will purchase a purchase a product that you do not regularly purchase for the chance to win a Fitbit Watch?

Win one of...	USA	Canada	UK
3 Fitbit Watches	8%	9%	8%
100 Fitbit Watches	9%	11%	10%



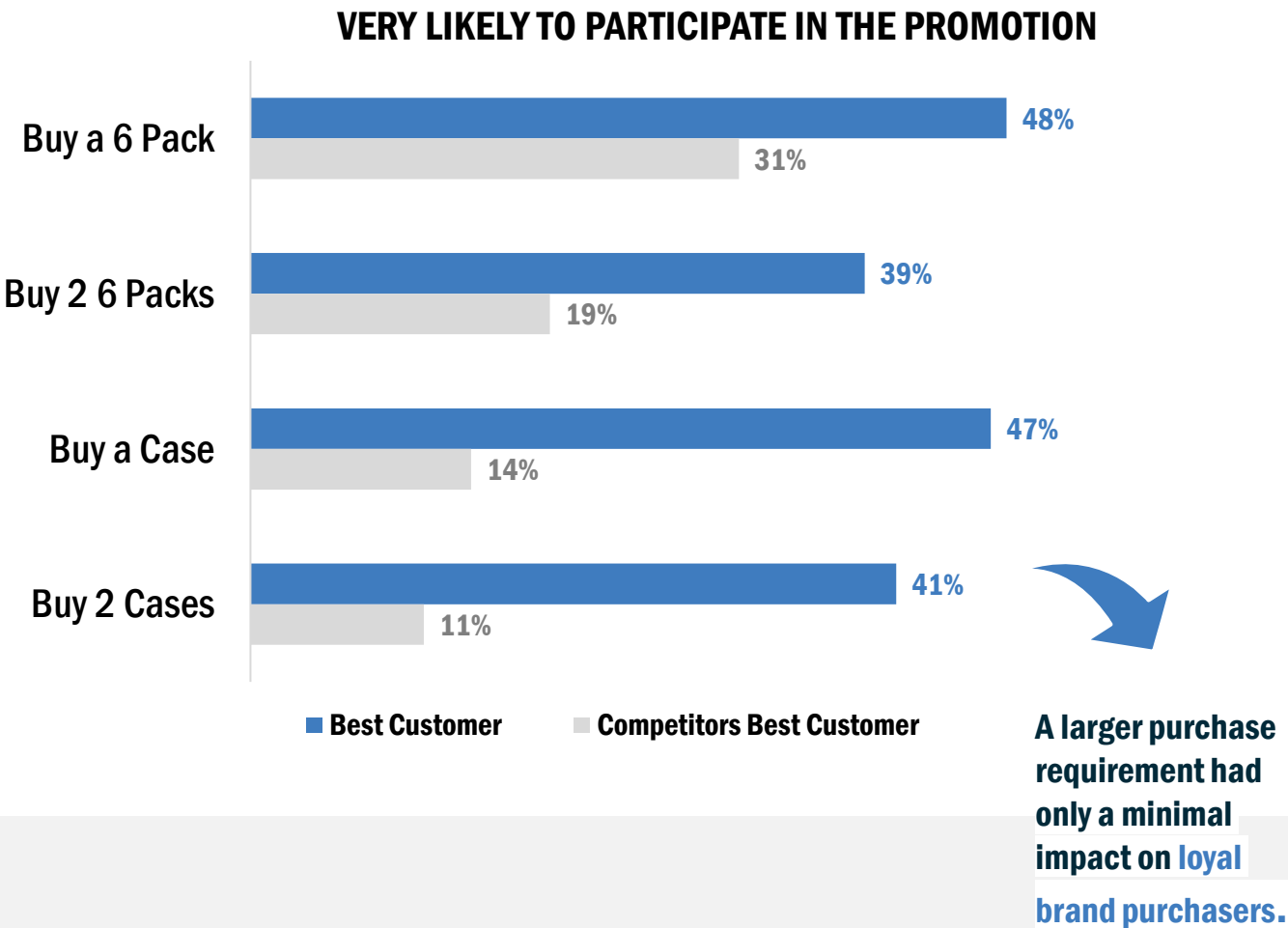
IMI Certainty™ Testing – Monadic – N=200 per concept per country



# Don't force frequency if you want new users

A larger purchase requirement proved a major sticking point for the competitors' purchasers.

Keep in mind that it is the competitors' customers who will dictate much of the success of the promotion – it is critical that the barriers to entry are as low as possible for this cohort.



# PROMOTIONAL BEST PRACTISE

**Drive comprehension**

**Make sure consumers  
know what to do**



## COMMUNICATION ESSENTIALS

# GENERATE COMPREHENSION

To generate comprehension of a promotional offer, ensure that the customer can clearly understand:



**What's in it for me, what do I get?**

Reward, incentive, or brand promise



**Who is offering the program?**

Brand/product link (stated and natural fit)



**What do I have to do to participate?**

Mechanic, purchase requirement, entry, etc.



# A Promotion's Success is Driven by Clearly Communicating

1. **WHAT IS IN IT FOR ME** – What can I potentially win / receive.
2. **WHAT DO I HAVE TO DO TO PARTICIPATE** – how little do I have to do. Less is more.
3. **FOR HOW LONG IS THIS BEING OFFERED** – Long enough to drive multiple purchases/entries (8 weeks is optimal).

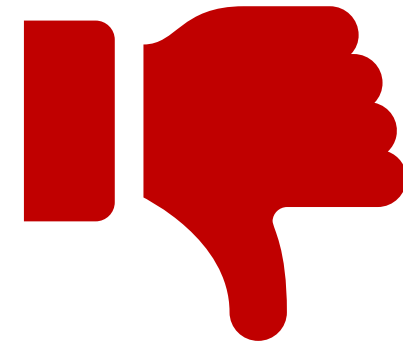
# Effective Promotions Drive Volume/Share, So Long As....

1. The prize is compelling – Aspiration of Prize, not quantity
2. They believe they can win – Over 70% have this belief
3. It is easy to purchase/play - Instant/Peel/QR/UTC or Online Pin
4. People will buy multiple times to win – not one and done
5. The offer is not complicated  
– avoid too many different prizes or tiers or ways of winning



# Promotions Typically Fail Because

1. The prize is not of interest to consumers outside of brand loyalists
2. Consumers like the prize but do not believe they have a fair chance of winning
3. The framework makes it difficult for people to participate- either having to
  - a) buy too much or
  - b) having to do too much to enter
4. People simply never become aware of the promotion
5. The offer is too complicated, leading to low comprehension



## **SECTION 4**

# **PROMOTIONS 101**



# Promotional 101



# Promotions 101

## 1. START AT THE END!

Get the Idea and Prize Right First- It will make or break your promotion

## 2. ENSURE CONCEPT IS EASY TO COMMUNICATE

No amount of money (awareness) will overcome too complex an idea. Simple concept with a simple message.

Promotions are like hamburgers. Everyone likes hamburgers. But, the more you add to them , the more niche they become!

## 3. PROMOTIONAL LENGTH

Make sure you are in field long enough to induce multiple purchases

Ensure the program is offered for 8 to 12 weeks (depending on your category)

If advertising, front end load media. Awareness will usually peak in week 4

## 4. ENSURE ADEQUATE AWARENESS

If consumers don't know about it, they cannot purchase. Start with on-pack / point of purchase and work from there

# In Store, What to Scream: The Key Drivers

In most categories you have ~4 seconds to grab their attention in store.  
In that time, the most impactful communication leaves the shopper thinking 3 things;

“That’s a great Prize”/  
“I want to win”

“Feels like I’d have  
reasonable chance to win”

“Seems simple enough to  
enter”

# IMI CHECKLIST

## CONSUMERS WILL PURCHASE DUE TO AN OFFER/INITIATIVE IF:

### 1. CONCEPT HAS HIGH UTILITY

- Compelling to the target
- Focus on Quality, not Quantity of Prizing
- Reduce Prizing Layers: Optimum is 3 Grand Prizes and Frequency Prizes
- Provides "Freedom of Choice"
- Consistent Fit with Brand Image

### 2. CONCEPT: IT IS EASY TO PARTICIPATE

- Instant Win, if Possible, if not then online. Mechanic is Easy: it Doesn't Hinder Participation
- Doesn't require the consumer to purchase too much

### 3. CREATIVE: IT IS WELL COMMUNICATED

- Aware of it: Sufficient Communications: Front-end Loaded
- They Understand it: Creative Message is Focused on Drivers
- Promotion Name is Clear

### 4. EXECUTION: IT IS WELL EXECUTED

- Promotion length allows multiple participation: 8-10 weeks
- In-store POS is supported and focused on the offer

### 5. LONG-TERM IMPACT: IT IS BETTER THAN OTHER OFFERINGS

- Relevant, Compelling and Better
- Theme is Ownable and Repeatable Over Time







IMI NEXTWAVE™ CONTENT SERIES

# Driving your Brands Volume + ROI with Promotion

Presented by Steve Bucovetsky | September 21<sup>st</sup>, 2023