

Case Study
Cerebos Gregg's

CONTACT has allowed Cerebos Gregg's to maintain tighter control over promotional campaigns. As a result the process has become faster and more cost effective.

SMS promotional campaign lays foundation for more effective direct marketing

Cerebos Gregg's, one of the largest consumer food manufacturers in Australasia has achieved improved sales success from its marketing campaigns thanks to a Datasquirt software solution, that is helping the company reach out and engage its customers.

More successful than any other traditional marketing methods used by Cerebos Gregg's in the past, CONTACT™ – a solution that provides multi-channel communication using text messaging, email and fax communication channels from a single, blended software application – has given the company in-house capability to manage promotional activity and a rich amount of consumer feedback for less cost than traditional campaign techniques.

Cerebos Gregg's promotional campaigns had two major aims. By offering the opportunity to win a prize to anyone who buys one of the products on promotion, it hoped to increase sales of the product and attract new customers. It also wanted to gather information about consumers in order to expand its customer database, so that the customers who agree may be approached again with promotional offers and other marketing initiatives.

In the past this process was carried out through a variety of direct marketing

techniques, including inviting customers to send their entries in by post and having a representative at the point-of-sale asking for their details.

Now, thanks to the Datasquirt solution, Cerebos Gregg's simply uses text messaging as its preferred channel of communication for promotion. When a customer buys one of its promoted products, rather than having to fill in forms to win the prize, they simply text in the unique code found on the product packaging. After entering the competition the customer is then automatically offered the opportunity via text to opt in to participate in further promotions and special offers.

The CONTACT solution has given the Cerebos Gregg's marketing team the ability to quickly create and implement its own promotional campaigns/competitions using the CONTACT Competition & Campaign Manager™ module (CCM). And, it has gained greater control of the promotional process by

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moving the communications arising from its promotions in-house. Now its own internal contact centre is responsible for designing the campaign brief and deploying it to the retail environment, resulting in a significantly reduced lead time to get promotions underway.


To date, several promotional campaigns have been run for Cerebos Gregg's, including competitions involving Gregg's well known coffee brands. The company estimates it achieved a return on its investment after only six campaigns, all rolled out within a two month timeframe.

Key solution features / benefits

- Promotional and marketing activities are now much more streamlined as promotions are designed in-house and responsibility for the deployment into the retail environment remains with the company
- Financial benefits are accruing as less competitions and promotions need to be outsourced, reducing spend on external agencies for marketing activities
- The innovation and convenience of SMS has resulted in a higher customer participation rates for promotions
- A third of competition entrants were happy for the company to keep their personal information on file for a further promotion when contacted by SMS

About Cerebos Gregg's:

Cerebos Australia and New Zealand is a successful and innovative sauce, spice and coffee manufacturing organization and is part of Singapore-based Cerebos Pacific Limited. Its brands have been part of people's lives in Australia and New Zealand for generations. It has built and sustained customer loyalty by anticipating opportunities to meet their changing tastes and needs. And because Cerebos Gregg's develops and manufactures its own products, it is well placed to continue leading innovations in food and coffee.



SMS has proved to be a compelling way to stimulate participation in promotional competitions, improving product sales and attracting new customers.

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