

Pepsico

Snack a Jack's in store incentive

objectives

- To attract ladies to the range of new Snack 'a' Jacks flavours when they are launched in store
- To provide clear information on the health benefits of eating Snack 'a' Jacks
- To obtain more shelf space in store and stock the full range of Snack 'a' Jacks

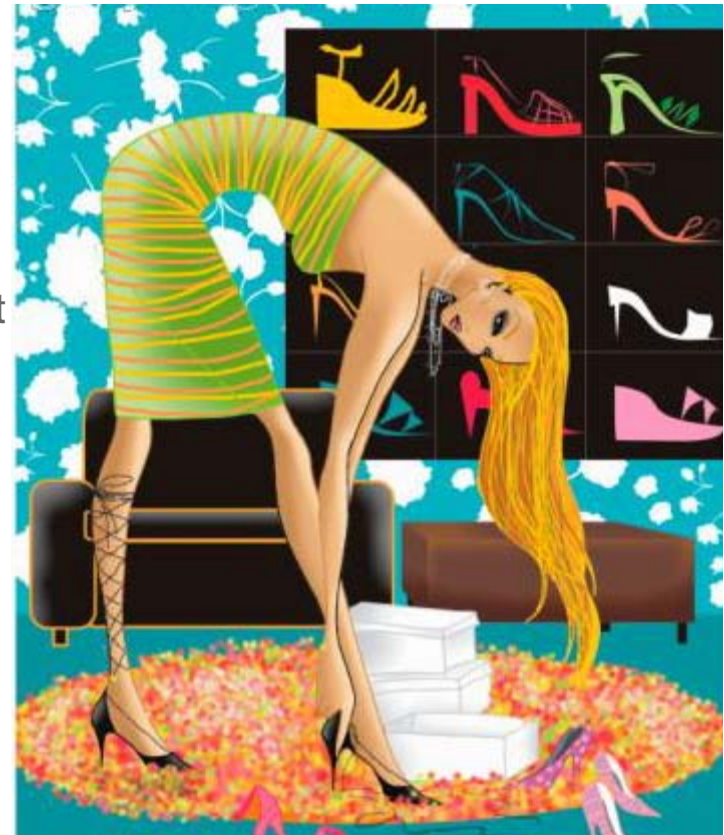
strategy

- Provide a destination and activity that captures the attention of female shoppers
- Deliver a high impact display in store
- Incentivise store managers by providing a prize that appeals and motivates them

consumer prize – option one

Shopping trip of a Lifetime!

How fantastic would it be to win a shopping spree with 3 of your friends to New York. This prize will be coveted by most females on the planet and is sure to attract the attention of most female consumers. In store POS will need to draw attention to the fantastic prize on offer and persuade consumers to purchase Snack a Jacks over any other rival brand.



New York

consumer prize – inclusions



- Flights
- Limousine transfers (branded Snack a Jacks)
- Divine 4* hotel accommodation for two nights
- A whopping £1000 shopping money
- Fashion show (or similar)
- Fabulous restaurants
- Goody bag
- Theatre or opera trip
- All transfers

Shop till you drop

New York



store manager prize option

Premiership football hospitality has proved to be popular with the Morrison's store managers in the past and acts as a fantastic incentive for managers to drive volume through the stores and hand over more shelf space to Walkers products. With this in mind the second option is for eight stores to win two hospitality places to a premiership match. To make sure the games fit within budget we will only offer certain games to the store managers.

