

# **Tropicana Go and Morrisons In store promotion**

# the brief

## **Event objectives**

- To promote Tropicana GO! in store
- To raise sales of Tropicana GO!
- To engage with the consumer

## **Strategy to meet objectives**

- Text to win strategy
- Win a bike a day for 28 days
- Utilise a reputable nationwide company to source the bikes from

# GET ON YOUR BIKE WITH TROPICANA GO!

The promotion will run in store form 20 August – 16 September 2007 (inclusive) in Morrisons stores throughout the UK. The consumer will have the opportunity to win Halfords vouchers to the value of £450.00 to exchange for bikes for their family. The winners will enter by text, there will be one winner a day for the length of the campaign (28 winners in total).

PepsiCo will run the text to win element of the promotion. PepsiCo will then notify Corporate Innovations of the winner each day, it will then be the responsibility of Corporate Innovations to send the winners their vouchers and congratulations letter via secure mail.

# Vouchers

Each winner will receive £450 worth of vouchers to spend on bikes at Halfords. Using this route will mean more flexibility for the winners to pick and chose which bike and how many bikes they want for their family.



# Get ACTIVE

## Win a bike with

# Tropicana Go!

Pure Juice & Water for kids



## WIN A BIKE FOR SUMMER

# Tropicana Go!

Pure Juice & Water for kids

