



Shake & Win  
Case Study



vetromedia

## THE BRIEF

Vetro Media was asked to develop a highly effective, volume-driving campaign that would create engaging moments with both new and existing consumers. We were also asked to create a campaign idea and executional plan for Tic Tac for the 4 different flavours (Strawberry, Mint, Orange and Spearmint) all while ensuring maximum consumer involvement across the campaign.





## THE SOLUTION

Vetro Media created an interactive game to allow new or existing consumers to engage with the brand, creating a new and fun user experience.

Vetro Media created a mobi-site game which was developed for instant gratification as well as on-the-go engagement with consumers.

The campaign ran from 17<sup>th</sup> February 2020 – 30<sup>th</sup> April 2020, and pushed each of the four core products; Strawberry, Mint, Orange and Spearmint.

LEOPARD



Shake  
& Win

# HOW TO PLAY

1. Purchase any participating Tic Tac Strawberry, Tic Tac Mint, Tic Tac Orange or Tic Tac Spearmint product
2. Visit our Facebook Page [@TicTacSouthAfrica](#)

3. Click on the Shake & Win link

4. Upload your till slip

START THE GAME

1. Press "Start"

2. Watch the box shake and press "Stop" for the winning shake

3. See if you are a winner

Terms & Conditions Apply

LET'S PLAY

START



Shake  
& Win



START

© Tic Tac & Wm. Wrigley Chewing Gum Co. LLC  
TM & © Wm. Wrigley



Shake  
& Win



CONGRATULATIONS!

YOU HAVE WON A TIC TAC HAMPER

Once your till slip has been validated, you will be contacted to arrange delivery of your Tic Tac hamper.

Thank you for playing

©Tic Tac & Wm. Media (Pty) Ltd  
T & C apply



## RESULTS

The results varied during the campaign but overall, it was a great success whereby the objectives were met. Sales increased and the learning we took out of the campaign are currently being used to optimize the next one which we are excited to launch. Watch this space!





# Thank you

The contents of this presentation and document are the intellectual property of Vetromedia (Pty) Ltd. Any information contained within this presentation may not be used, reproduced or distributed in any form, manner or variation without the prior written consent of Vetromedia (Pty) Ltd.