



NESTLÉ Nespray Back2School Campaign

26th December 2019 – 29th February 2020

Case Study



Background and Problem

A recent study showed that South African kids are amongst the 5 lowest in the world in terms of mathematical education. This sparked an idea whereby NESTLE reinforced NESPRAY's role in providing nutrition that supports brain development, while providing the child with necessary vitamins and minerals.

Nestle decided to run a campaign in order to achieve below objectives:

- Grow Nestle Nespray's business penetration.
- Drive sales
- Brand awareness and brand loyalty

POS Artwork





Solution

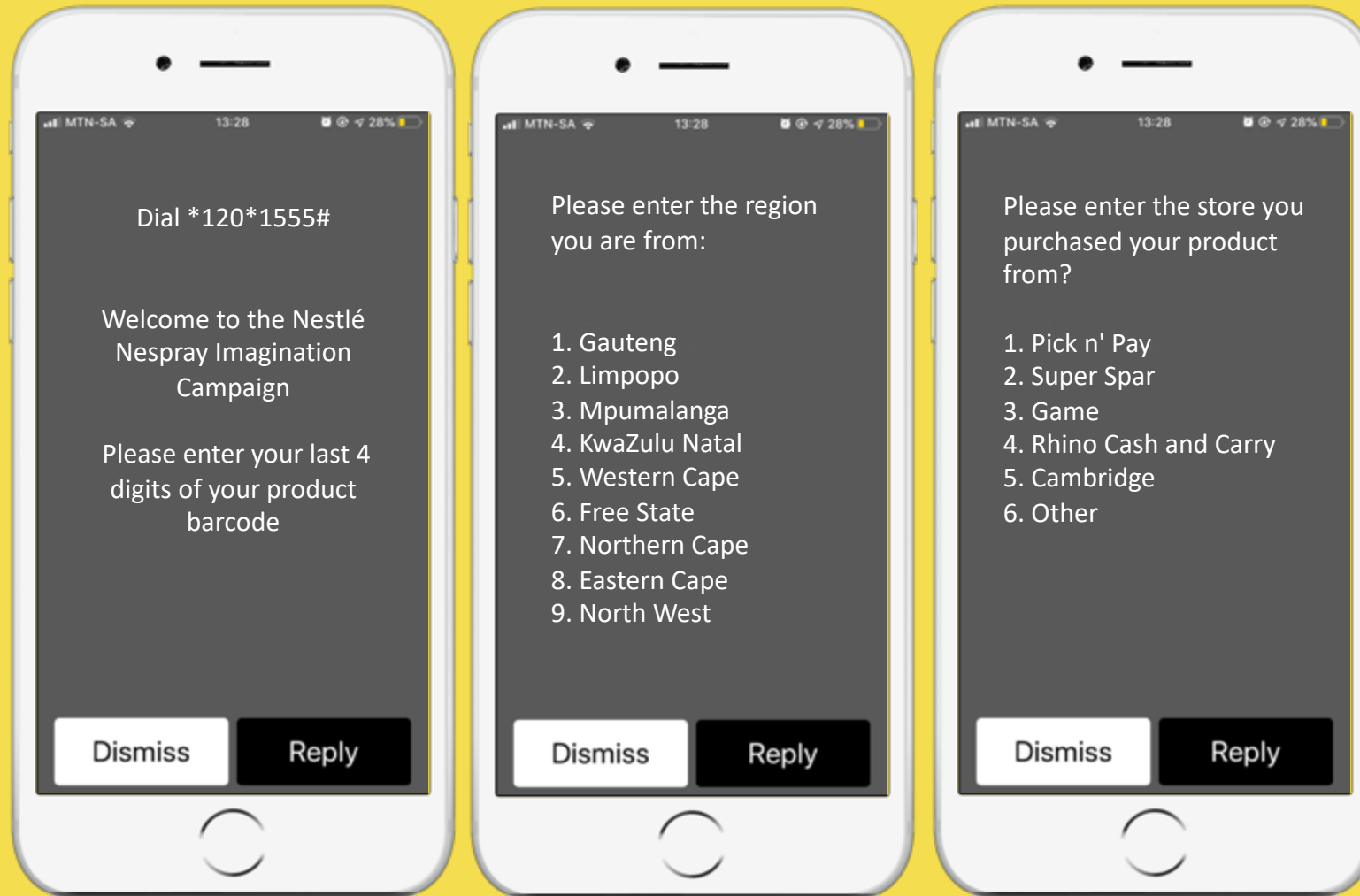
Taking into consideration the problem, NESTLE NESPRAY wanted to be part of the solution, particularly as the brand is well known for nutritional essentials for school-aged children.

Therefore, NESTLE NESPRAY tasked Vetro Media to help with executing a campaign, by running both a USSD and in-store campaign that aligned to the key objectives.

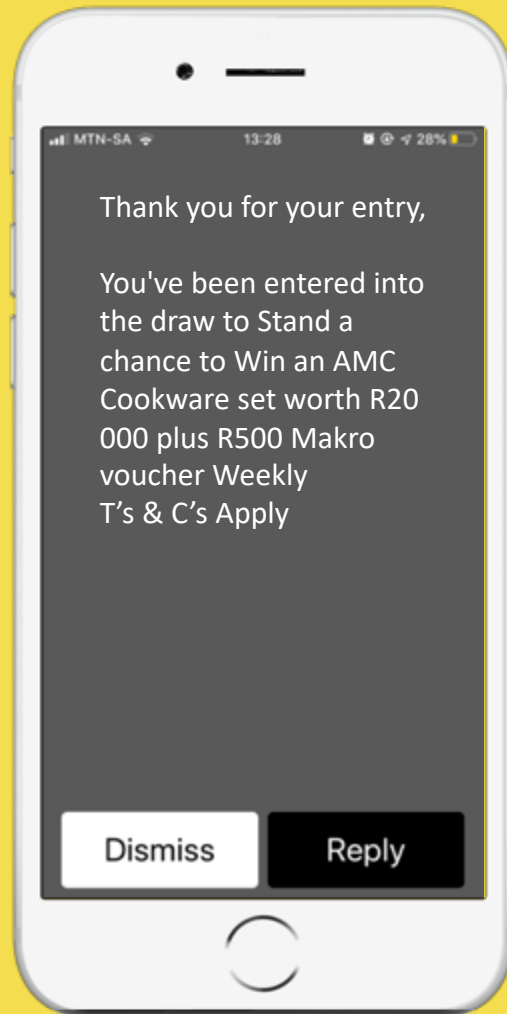
For the USSD execution, participants were required to purchase any participating Nestlé Nespray products, dial ***120*1555#** and follow the prompts in order to stand a chance to win a share of R500 000 in weekly, monthly and grand prizes.

For the in-store execution, participants were required to purchase any participating Nestlé Nespray products and produce their till slip to the BA in order to qualify to play the game and stand a chance of winning more prizes.

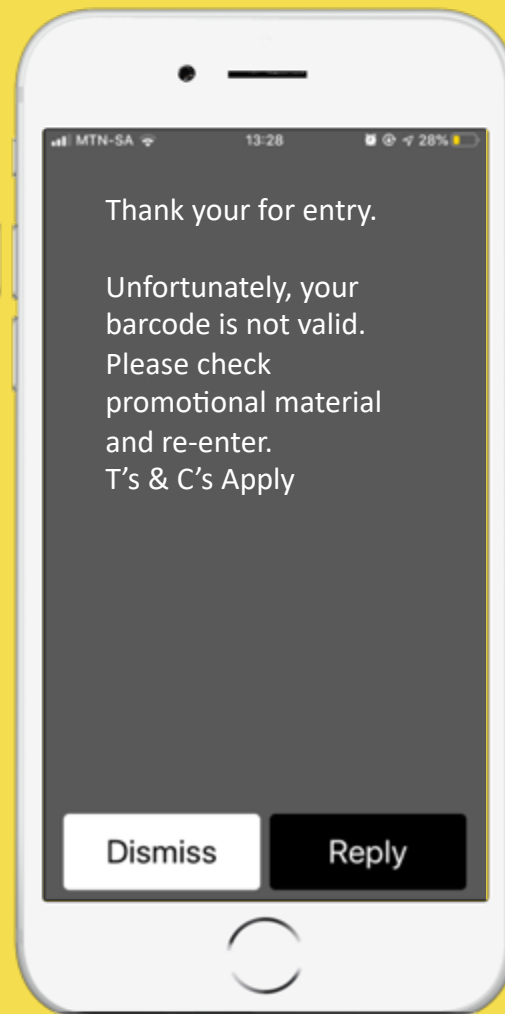
USSD Consumer Journey



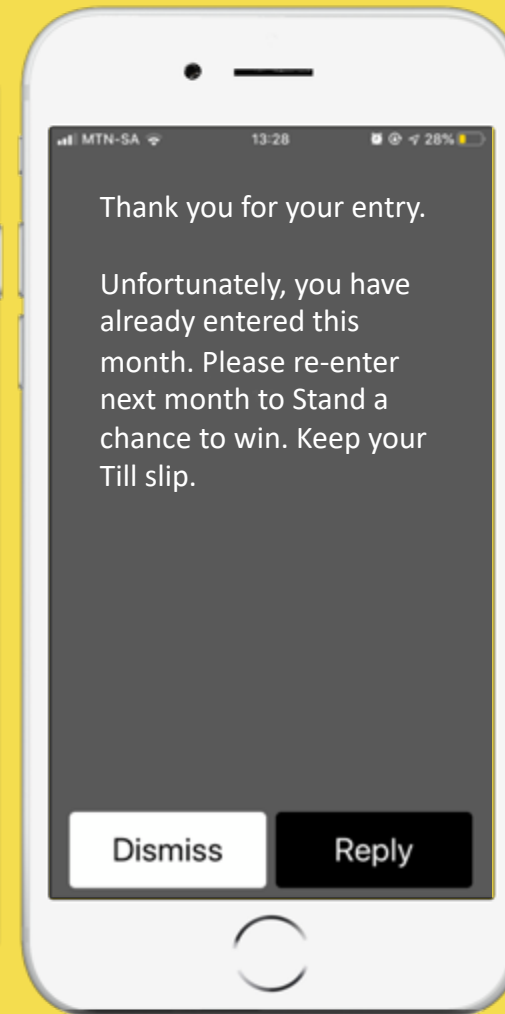
USSD Consumer Journey



Positive Entry

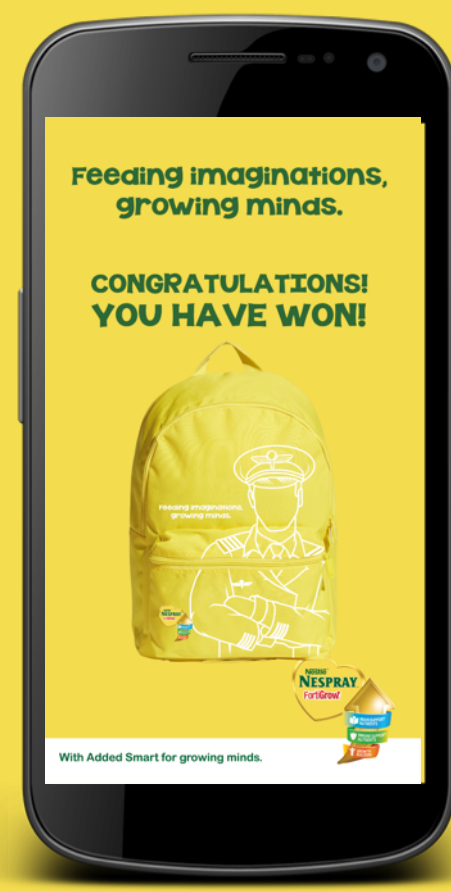
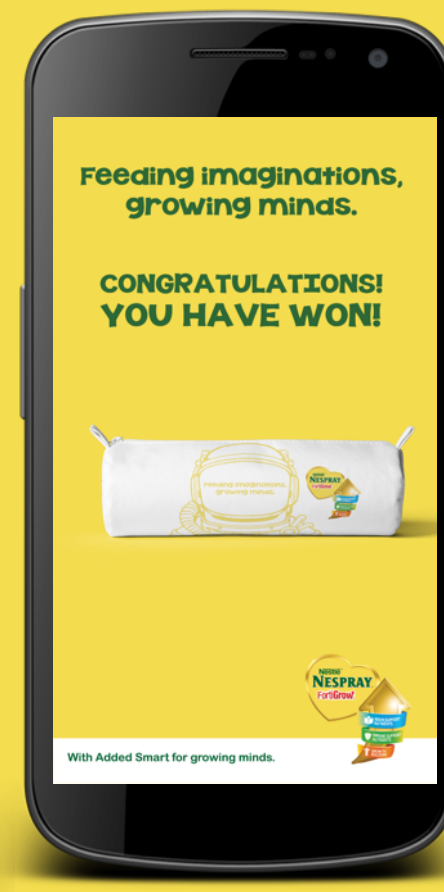
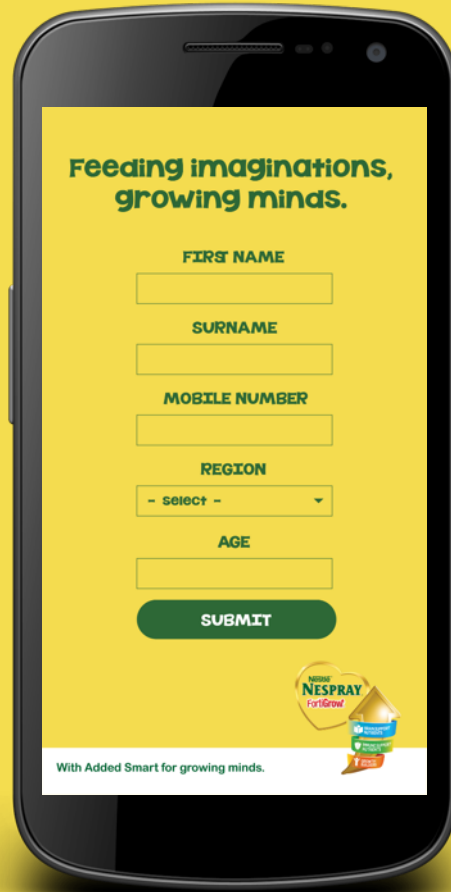
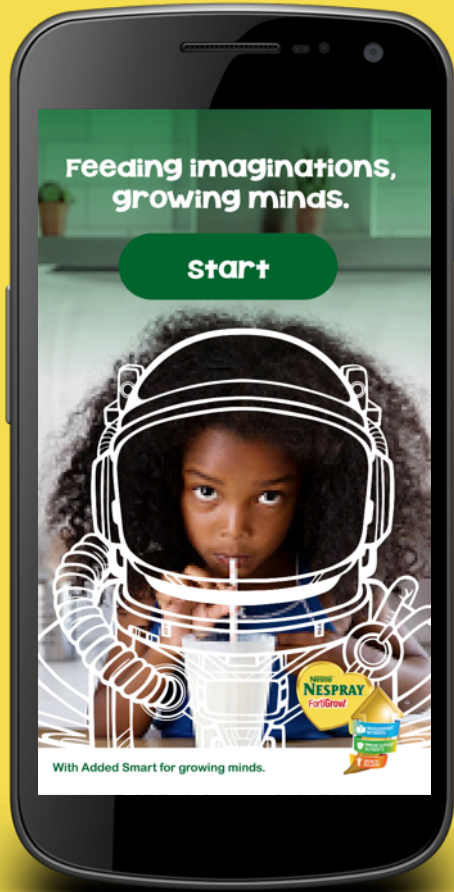


Negative Entry



Duplicate Entry

In Store Gamification





Results

The campaign was a huge success as it received **11 077** entries, exceeding the KPIs set by the brand by an amazing **39%**.

In-store shoppers loved their instant prizes - backpacks and pencil cases - as they were well aligned with the purchase. We received an **11%** engagement rate between the BA and consumer through the in-store gamification activation.



Thank you

The contents of this presentation and document are the intellectual property of Vetro Media (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 Vetro Media (Pty) Ltd.