



Vetro Media x Zapop
Nivea Shoprite Campaign
14 October 2019 – 22 December 2019

The Background & The Problem

As a leading brand for the skincare needs of South African men, Nivea wanted to run a campaign that rewarded Nivea men for their confidence and brand affinity. Furthermore, they wanted to increase:

Brand Loyalty & Engagement
Sales



The Solution

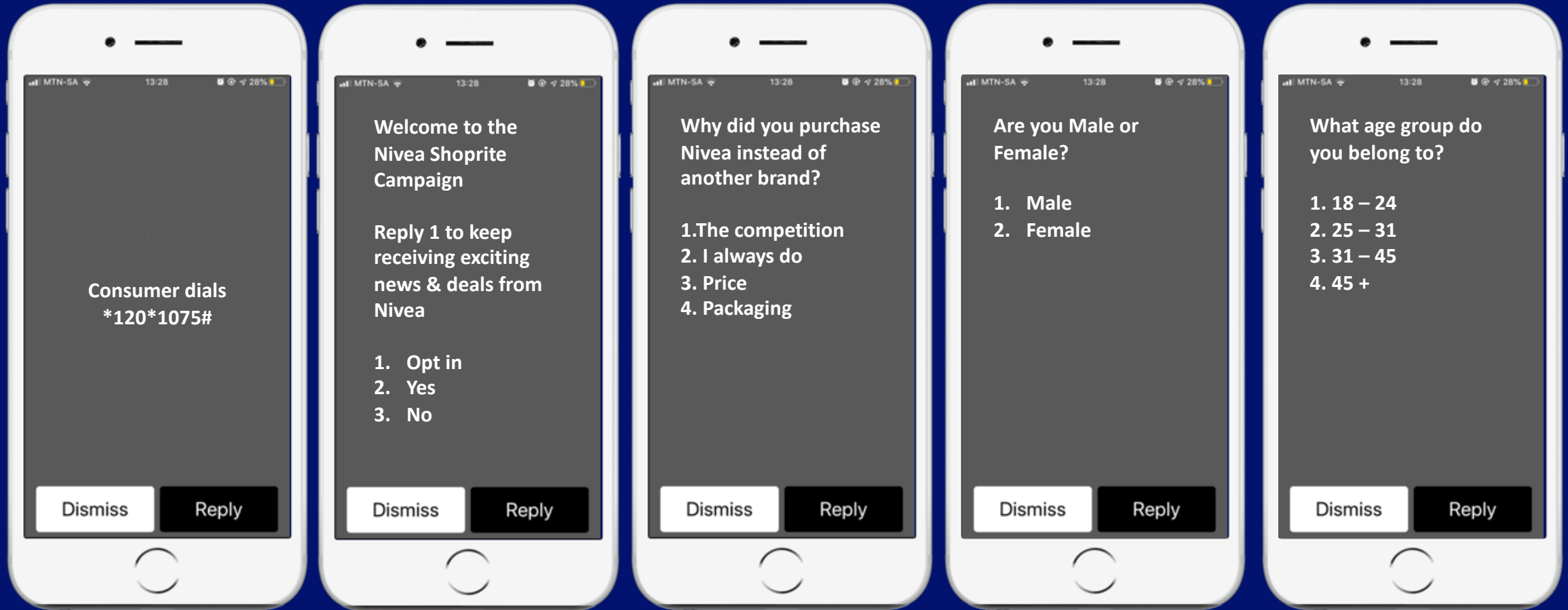
Vetro Media was therefore tasked by Nivea to develop a process that would help in running a seamless, successful campaign.

Vetro Media recommended a USSD line campaign for the Nivea competition as it would make it easy for the brand to collect necessary data as well as drive consumers engagement.

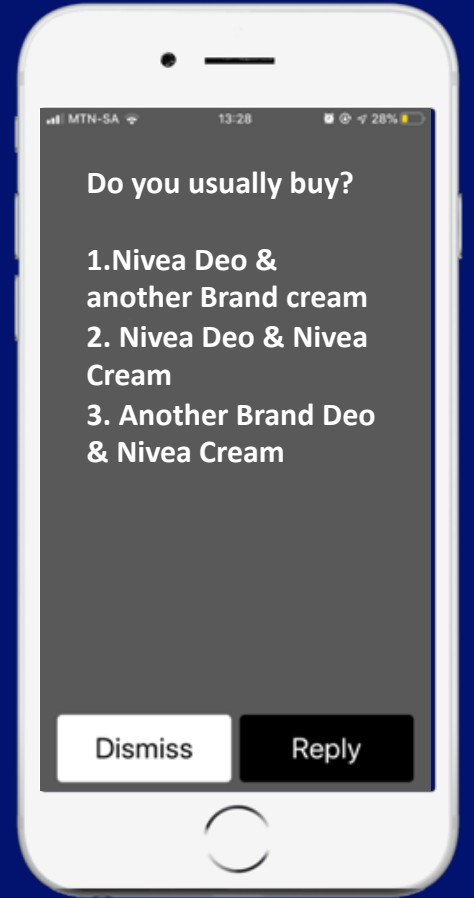
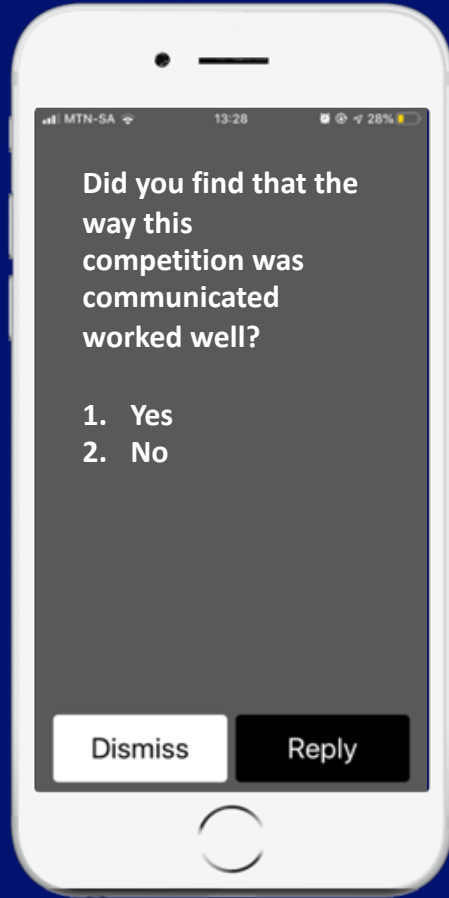
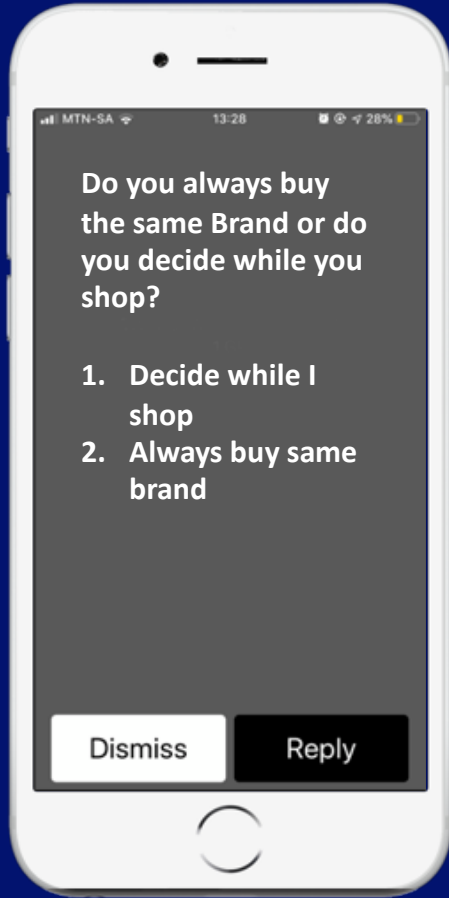
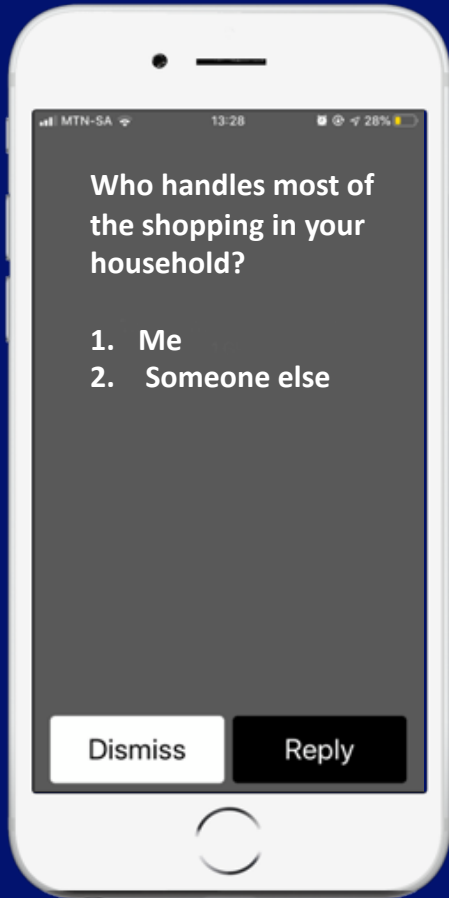
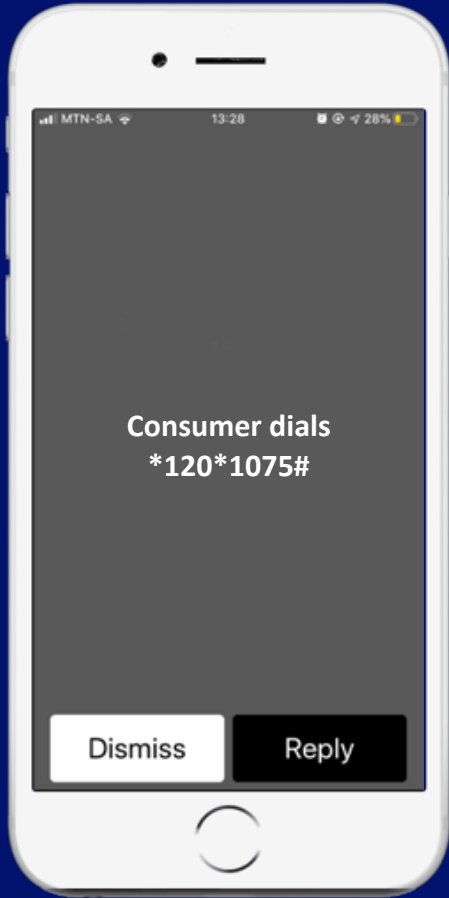
To enter the Nivea competition, participants were required to purchase ANY 1 of the Nivea Men Lotion/Cream and ANY 1 Nivea Deo spray or Roll-on at any Shoprite store and then dial ***120*1075#** to stand a chance to win R10 000 cash prizes.



USSD Line Consumer Journey 1



USSD Line Consumer Journey 2



Results

The campaign exceeded the brand KPI by an amazing **45%**, with **145 377** entries received.

Throughout the competition, we saw that **85%** of entrants were returning consumers, which shows brand loyalty and engagement, while **15%** were unique entrants.

The overall campaign was a huge success.





Thank You

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