



World Champion Soccer 2010 Give-Away

Deadline: 01.10.2009 23:59 GMT

Brand: mikezwolle2

Sector:

Country:

Category: Below The Line : Sales Promotions

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Budget: \$2 000

Status: Closed

Language of Solutions: Dutch, English, French, German, Italian, Portuguese, Russian, Spanish

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

TotalCreation is one of the top advertising agencies in the Netherlands. For one of our clients (retail supermarket chain) we are planning a World Championship Soccer 2010 sales promotion. The retail chain is among the top 3 in the Netherland with more than 100 stores.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Create, develop and /or design a unique promotional "give-away" item which all consumers will receive for free at the cashier during every visit when spending more than €15. All the stores of the retail chain are participating.

The promotional give-away must be World Championship Soccer 2010 related. Free give-away promotions during a large soccer tournament have been proven to be very successful in the past in several supermarket retail chains in the Netherlands. Therefore, the give-away needs to be related to soccer / World Championship 2010 in order to be relevant for the consumers.

Tip: The national color of the Dutch soccer team is ORANGE!!

3 Step Target Audience

[who should you influence ?]

All consumers who do daily/weekly grocery shopping in a supermarket in the Netherlands. These people like watching soccer on TV and the World Championship 2010 is for them an important sports event to watch alone or with friends.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

When the consumers shop for groceries during the promotional period in this supermarkets of the retail chain, they get a free "give away" item with every spending above 15 Euro.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

1. The "give away" item is given for free!
2. It confirms that you are a soccer/National team fan!

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ creative,
- ∞ original,
- ∞ visible,
- ∞ fan of soccer/Dutch National soccer team/World Championship,
- ∞ portable,
- ∞ collectable,
- ∞ encouraging loyalty.

7 Step Media Plan / Placement

[where will your work appear?]

The give-away promotion at the supermarkets of the retail chain will be widely communicated in-store and in magazines and in door-to-door newspapers.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

Give-away must be related to:

- ∞ Soccer
- ∞ World championship soccer 2010 in South Africa
- ∞ Dutch National soccer team

Give-away product could consist of a range (different kind of give away products to encourage collectability.)

The “give-away” item needs to be inexpensive for production since it will be given away for free to all customers who spend more than €15 at the supermarket retail chain.

Attachments

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200862/0004.jpg	10.98 Kb
200862/0005.jpg	21.07 Kb
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