



## Boost's Juicy Promotional Giveaway



### OVERVIEW

Boost Juice Bars are one of Australia's most successful franchise stories with more than 185 stores across the country and in one month alone they sell of over 1 million juices!

Boost were looking to run a four week promotion that would drive brand awareness, create excitement in store and ultimately drive sales and reward their loyal customers with great prizes.

Boost Juice and RedBalloon both enjoy fresh and dynamic brand identities in the Australian market and we agreed that a RedBalloon prize pool for Boost customers made perfect sense to attract and engage a fun and vibrant customer base. As Simon Davenport, Store Marketing Manager for Boost summed it up, "Great experiences are what Boost is all about so it makes perfect sense that we choose RedBalloon".

### THE CAMPAIGN: 'SUCKING SENSATIONAL'

Boost launched the promo at their bars around the country, with staff getting involved in 'experience' fancy-dress on launch date. RedBalloon and Boost Juice marketing collateral in and around the bars added to the buzz and in-store screens scrolled aspirational RedBalloon experiences to get customers excited about their potential choice of 'dream experience'.

Our research shows that a key factor for a sales promotion's success lies in the buzz and 'talkability' of both the campaign and the prize itself. In this campaign Boost nailed both aspects; Boost staff lived the promotion and generated excitement in store, while the RedBalloon prizes offered multiple opportunities for winners to share their choice of experience and activity stories to friends and family.

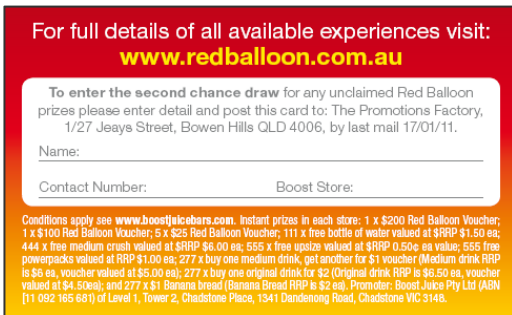
Boost decided to use a scratchy-card mechanic to manage their 'instant win' competition, which was a first for a RedBalloon sales incentive and one we were excited to see in action. Boost customers simply scratched to win after purchasing a Boost Juice. Winners then provided their postal addresses to which the RedBalloon Gift Certificate was promptly posted to.

The instant win tactic used by Boost is a brilliant model for compelling in-store sales promotions. Customers love the gratification and thrill of a reward such as this and there is no doubt that this had a significant impact upon participant's nation-wide.



## THE CREATIVE EXECUTION

### Instant Win Scratchy Cards



### In-Store Posters and Billboards



Photos with winners and some employees having some fun in fancy dress!