

PRINCESSA

„Tempting pleasures”

CONSUMER PROMOTION WITH A DEDICATED WEBSITE

THE CLIENT: Nestle Polska S.A.

NAME OF THE PROJECT: Tempting pleasures

THE BRAND: PRINCESSA

MEDIA: Internet, BTL

TYPE OF THE PROJECT: consumer promotion

- SCOPE OF SERVICES:**
- ▶ Setting rules and development of the competition mechanism
 - ▶ Creation of the dedicated website (www.kuszaceprzyjemnosci.pl)
 - ▶ Internet campaign
 - ▶ Designing the promotional wafer wrappings

01.

1. INTRODUCTION: PRINCESSA – „TEMPTING PLEASURES”

FireFly Creation agency was responsible for full service of consumer promotion of PRINCESSA wafers.

PRINCESSA wafers consumer promotion (Nestle Polska S.A) was launched on the 1st of March 2009. Everybody who bought PRINCESSA wafers (standard or Maxi) in promotional wrapping had a triple chance of winning the lottery.

FireFly Creation agency (formerly FFCreation) was responsible for competition mechanism development, setting rules of the consumer promotion, creation of the dedicated website along with accompanying Internet campaign and the promotional wafer wrapping design.

02.

CONSUMER PROMOTION

Competition mechanism:

Unique codes were placed on all promotional wrappings. The code number found on the wrapping should have been either sent via SMS to indicated phone number, or registered on the dedicated website www.kuszaceprzyjemnosci.pl. Each code equaled three chances of winning the lottery.

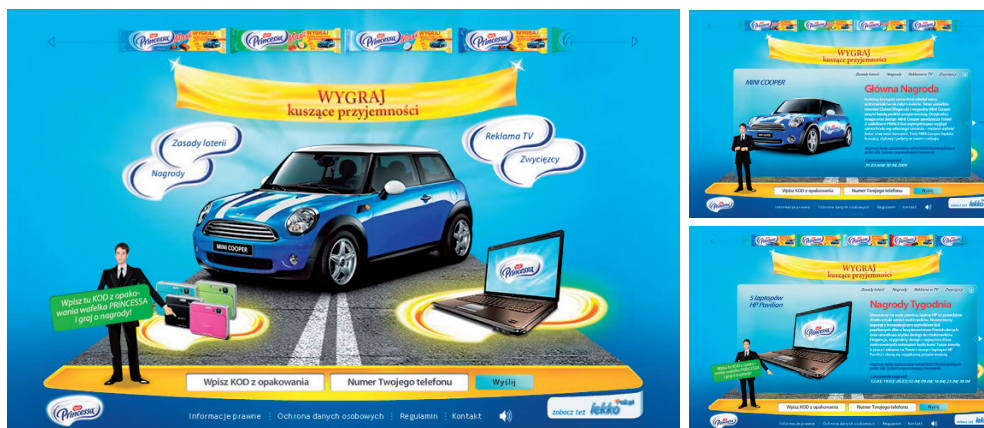
Each code sent on the particular day participated in a daily lottery draw with a chance of winning one out of 60 SONY digital cameras. In addition, all codes sent during the particular week participated in a weekly draw of five out of 40 elegant HP laptops. Finally, all codes took part in a monthly draw with a chance of winning one out of two Mini Coopers.



Each code from promotional wrapping equaled one lottery ticket that participated in draws of three kinds of prizes: cameras, laptops and cars. The best way to enlarge the chances of winning was to send as many codes as possible.

Website www.kuszaceprzyjemnosci.pl:

As the promotion support, FireFly Creation agency created a dedicated website www.kuszaceprzyjemnosci.pl through which PRINCESSA lovers could send code numbers from promotional wrappings and take part in the lottery. The website contained all information about the lottery including its rules, prizes to win, dates of all the draws and lists of winners.



As the promotion support we've created dedicated website.

Its blue and white coloring and general design was based on brand's characteristic motive of lightness. Thanks to the flash technology the website was very vivid and full of colorful animations.



After clicking on one of the shifting wafers user was being redirected to the product section which presented all promotional products that took part in the lottery plus other wafers from brand's portfolio.

Apart from the Internet campaign FireFly Creation agency took care of creating and sending e-mails informing about the PRINCESSA campaign.

05.

ACTION SUMMARY

Promotion was supported by the campaign in the Internet, television and cinemas.

Promotion was supported by the campaign in the Internet, television and cinemas. FireFly Creation was responsible for all promotional actions, Mediaedge:CIA for media purchases and LOWE GSK agency for making a TV commercial. Promotional wrappings have been produced by FireFly Creation in cooperation with Promocja 21 agency.

The end of promotion: 04/30/2009.