



case study

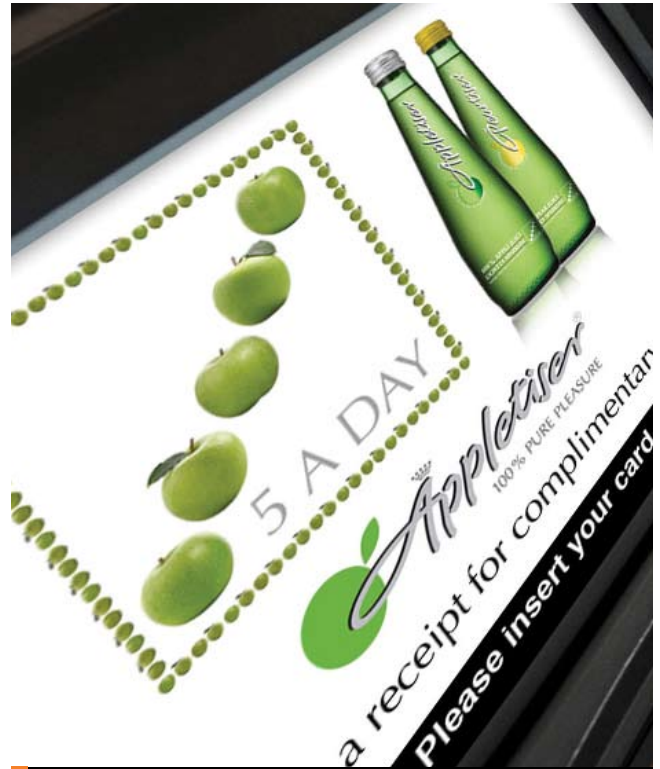
Coca-Cola Enterprises

Appletiser 5-a-day

During the run-up to New Year's Eve 2008, Coca-Cola Enterprises created a sales promotion and awareness campaign for Appletiser, which offered a discount against variants Peartiser and Fruitiser. The atmAd campaign ran on cash machines at Tesco across the UK and aimed to engage female customers looking for a sparkling, soft drink alternative as part of a healthy 'New Year's resolution' and to boost their 5-a-day intake.

"We needed an innovative and effective way to reach prospective customers at the retail point of purchase. The proximity of atmAd cash machines to Tesco stores successfully enabled us to generate product awareness and sales, by delivering shoppers a money-off voucher on the ATM receipt, before they ventured in-store: a moment in time when there was still an opportunity to influence purchasing decisions."

Andy Thompson,
Senior Brand Manager, Coca-Cola Enterprises



Campaign Strategy

The Appletiser campaign ran on ATMs at Tesco stores with the aim of encouraging a product trial by offering a £1 discount against the two flavour variants Peartiser and Fruitiser, available as a bar-code voucher on the branded ATM receipt. The campaign positioned Appletiser drinks as healthy, 5-a-day options and was timed to specifically engage with predominantly female shoppers, who would be purchasing drinks in the run up to New Year and beyond.

Appletiser Campaign Objectives

- To reach an audience of predominantly female household shoppers, in close proximity to point of purchase receipt.
 - To encourage trial of the Fruitiser and Peartiser variants with a £1-off voucher on the ATM.
 - To deliver the message that Appletiser and its variants meet one of your 5-a-day requirements.
- To generate product sales and variant awareness.

DATE: 29th December 2008 – 18th January 2009

BOOKED: Client direct

BANK NETWORKS: Tesco Personal Finance

TRANSACTIONS: 4,859,655

RECEIPTS: 708,293

ATMS: 1459, nationally spread



atmAd – Reaching Consumers Before they Shop

A core campaign objective was to reach customers with the brand message and offer as they were withdrawing money, before they went in-store. The research established that this was achieved via the atmAd campaign and that, additionally, the frequency of return visits to ATMs delivered valuable repeat exposure to the message, across the campaign period.

➔ **86% of customers used the cash machine before shopping:** positioning the Appletiser message front-of-mind, before purchasing decisions were finalised.

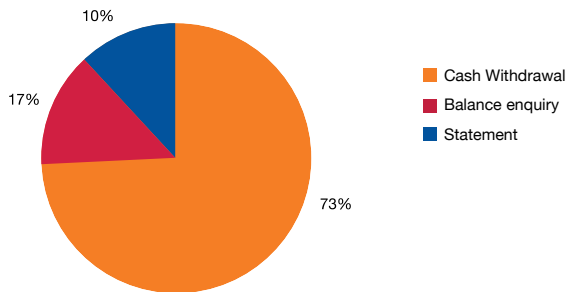


Research Methodology

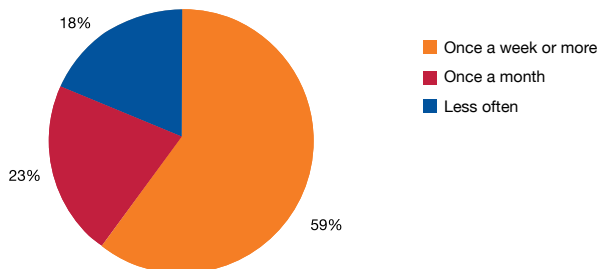
- Research was carried out by On-Site Reports and dunnhumby, amongst 300 Tesco shoppers at 4 stores, between 9th and 11th January 2009.
- In addition, EPOS data was gathered across the campaign and redemption period and analysis was conducted to understand the sales effect of the atmAd campaign.
- The audience sample was selected naturally, to ensure a variety of the population and a true impression of the Tesco shopping audience at that period in the year.



What service did you use at the ATM?



How often do you use a cash machine at Tesco?



Respondents demonstrated loyalty to ATMs at Tesco, returning to use them on a frequent basis. **Repeat visits deliver a high likelihood of multiple exposures for brands featured on atmAd for two weeks or more.**

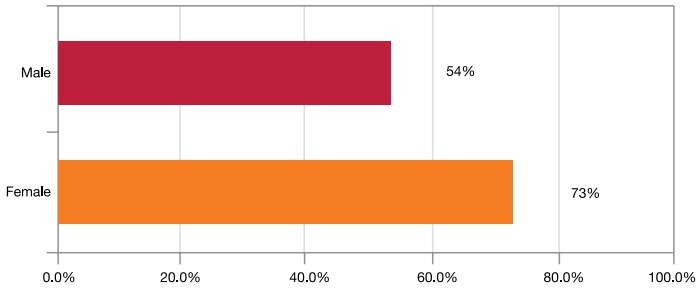


Awareness of and Response to Appletiser Campaign

The campaign successfully reached an audience that was predominantly female and about to shop. In addition, the research proved high awareness of the ad and the offer, especially amongst females, and this influenced the number of voucher receipts requested.

Awareness of Special Offer at Tesco Cash Machine by Gender

(base = 150 respondents aware of adverts)



Of those who noticed the ad, **22% said they were likely to make a purchase.**

Almost two thirds of those who noticed advertising on the ATM were aware of the Appletiser special offer.

Of those who noticed the offer, 92% could recall the brand, the product and the core message.

The Effect on Sales

Naturally, with any sales promotion-led campaign, establishing the return on investment and effect on product sales is key to measuring success. Redemptions of the £1 voucher were measured during the campaign 'live' period and post-campaign, before the redemption period closed.

➤ In total, **4956** ATM receipt coupons were redeemed.

➤ **20%** of product sales during the issue and redemption period were attributed to the coupon.

➤ **£13,224** of incremental sales could be attributed to the atmAd campaign coupon.

The coupon receipt

➤ **51%** of people who were aware of the ad requested a receipt, which featured the £1 discount voucher.



➤ **19%** specifically requested a receipt because of the voucher.

➤ **36%** of coupons were redeemed after the atmAd campaign had finished, proving that customers retained their voucher receipt to use in the future.

➤ **9%** of customers requested and redeemed more than one coupon.

atmAd Message Delivery

From the opening frame, the Appletiser campaign prompted ATM users to 'request a receipt for a complimentary £1 off': a key driver in encouraging core message delivery and take-up of the voucher. The creative execution featured the product image, with the campaign logo scrolling between apples, pears and the 5-a-day icons, driving home the healthy message.

Four Message Impacts

Impact 1 **Attract**



The **attract** is a 10-second full-screen animation which plays as consumers approach the ATM. The Appletiser campaign displayed this sequence in a 'storyboard' style, to promote the two apple and pear variants and to impart the important fact that these count as one of your 5-a-day requirements.

Impact 2 **In-transaction**



The **in-transaction** is a 5-second animated loop which fills the 'dead time' experienced as cash is counted. The Appletiser campaign used this loop to reinforce the key variant messages and to remind people that the drink counts as one of your 5-a-day.

Impact 3 **Thank you**



The **thank you** screen is a static image which is displayed as the customer waits for their card and cash. Appletiser used this screen to reinforce the variants and 5-a-day message, alongside the product image.

Impact 4: **Receipt**



The front of each atmAd **receipt** is branded 'on the spot' with the campaign message. In this case, the receipt featured the £1-off voucher, which could be instantly redeemed in-store at Tesco.



Key Reasons for Coca-Cola using atmAd

- atmAd could easily deliver the Appletiser campaign to a national audience of household shoppers, in close proximity to purchase.
- In addition to creating awareness of the Appletiser brand, atmAd could deliver an instant take-home reminder and incentive to trial one of the Appletiser variants, with a £1 off voucher on the ATM receipt.
- Intimate one-to-one engagement would guarantee high recall of the brand and the 5-a-day campaign message.
- Being in close proximity to point of sale, atmAd could deliver the £1 voucher which would drive people in-store to purchase.

For more information about atmAd contact:

media sales team:
+44 (0)20 7153 4932

email:
sales@atm-ad.com

web:
www.atm-ad.com

