



Scratchie promo sweetens sales

Sydney, September 10, 2009: Instant Scratchies has just completed one of its largest and most successful promotions for the year, backed up by a two-week TVC campaign, giveaways and competition mechanics.

The Scratch Snack & Relax campaign (SSnR), developed and executed by STW brand engagement agency Tribe, is viewed as a key promotion for NSW Lotteries, involving cross-promotion with leading chocolate brand Cadbury. Players receive a free Cadbury chocolate with each purchase of \$5 worth of Instant Scratchies, and also have the chance to instantly win an entertainment pack.

It is the fourth time the promotion has been run by NSW Lotteries, each generating significant incremental sales.

“SSnR has consistently proved to be very popular with players and selling agents. It is now a major part of Instant Scratchies’ yearly promotional calendar,” said Tribe’s Adam Hodgkinson.

“It’s also an excellent example of two brands - Scratchies and Cadbury - working together to generate increased brand awareness and engagement among consumers.”

The promotion primarily targetted existing Scratchie players, who buy on a regular basis and see such an offer as providing great added value. It also aimed to attract those occasional players who purchase simply for the fun of a Scratchie rather than the hope of the top prize.

The SSnR launch follows another highly successful promotion developed by Tribe Marketing conducted in June.

Created specifically for Cadbury, the ‘Are You Game?’ promotion utilised the Donkey Kong retro gaming console as the key creative, to specifically target an audience aged 30+. It offered EB Games vouchers and ran in June across 1000 petrol and convenience stores. Early results indicate it has been the most successful Cadbury ‘Petrol and Convenience’ promotion run for the past few years.

Tribe and SOM are part of the STW Communications Group, Australia’s leading marketing content and communications services group.

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