

# promotional... newsletter



S P R I N G 09

## Sainsbury's *Try something new today*

**Sainsbury's relaunches its Active Kids campaign with a series of initiatives created by their agency Initials in association with Aztec Marketing Solutions.**

Since its launch in 2005, Sainsbury's has donated over £70 million worth of sports equipment and experiences to schools, making it one of the largest and most successful voucher collection schemes in the UK.

Initials has also created a launch promotion offering prizes of a £50 shopping voucher every 5 minutes during the three months of the campaign period. This equates to almost 19,000 £50 vouchers valued at nearly £1 million to be won!

Each Active Kids voucher includes a unique URN which can be used to register entries online, and every week an entrant qualifies for a "2 for 1"

sports or leisure activity, or, coaching session worth up to £40.

Specialist agency Aztec Marketing has recruited over 4,000 venues/coaches, providing consumers with a wide choice and availability, so there's something for everyone from Golf sessions to Tae Kwon-Do classes, Paintballing to Fencing, Gymnastics to Soccer Skills, Basketball to Dance. There are even Painting, Music and Gym Classes for children of a younger age.

The Active Kids '09 campaign is being supported by a heavyweight campaign in-store, online and with TV and press advertising in addition to

direct marketing to schools, colleges and other youth organisations.

**"Encouraging kids to become more active has never been more important, and our campaign, now in its fifth year, will be our biggest yet."**

Robert Crumbie, Sponsorship Manager, Sainsbury's.

For more details, log onto [www.sainsburys.co.uk/activekids](http://www.sainsburys.co.uk/activekids)

**Continental**  
Tyres – Engineered in Germany.



## Continental launches their most comprehensive consumer rewards campaign this month!

The challenge for Aztec was to source a diverse range of offers to match the customer profile of their broad customer base. The promotion assembles over 300 days out attractions and 20 top leisure partners across the UK and ROI including LOVEFiLM, Fitness First, Virgin Holidays, Virgin Experiences, Flying Flowers, Macdonald Hotels & Resorts and Greenfree.

The promotion is supported by adverts in the national press, magazines and online and through a range of POS in over 1,000 participating dealerships which directs customers to the dedicated promotional website – [www.conti-offers.co.uk](http://www.conti-offers.co.uk).

Customers gain instant access to the great days out offers, but to use the partner offers, customers must make a purchase of one or more Continental car, van or 4x4 tyres between 1st March and 30th October 2009. Customers can use the invoice number, generated by their dealer, in order to download a voucher for their chosen leisure offer. All offers are valid until 31st December 2009.

In addition to POS in participating dealerships, the promotion is also supported by online web banners and targeted advertising in national press and magazines throughout the duration of the promotion.

**"Whilst it's too early to give any results I am confident that the strong and clear offers will be very attractive to our customers. Also the support given by Aztec in developing the campaign has been first class."**

Tim Bailey, Advertising Manager, Continental Tyre Group Ltd.





## Holiday Prizes



Our recent 'Live like a knight for the weekend' promotion with EBLEX (a division of the Agriculture and Horticulture Development Board (AHDB)) included a prize to 'win the chance to live like a knight for the weekend'. This February we saw the first event take place at Long's Park Castle in Wiltshire!

The weekend included a full day of medieval activities including juggling, dressing of a knight and archery. The day culminated in a traditional beef banquet – complete with entertainment!

**"We all want to thank you and the people who provided the prize as it was a wonderful break and the children particularly loved all the aspects of it"**

Marie Hale, Prize winner



**GreenThumb**, the largest gardening service provider in the UK, continue to reward their highest performing franchisees. This month, Aztec has provided a weekend in the diverse city of Barcelona and a relaxing mini break to Champney's Spa with many more prizes planned throughout the year.

### contact us

If you would like to contact our Sales Development Team to discuss any of our past promotions or have a new enquiry, please do not hesitate to contact us on: 01442 264777 or email;

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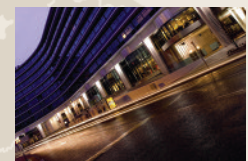
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## 'Great Days Out' with Macdonald Hotels & Resorts

Aztec Marketing have been retained for the fifth successive year to develop the 'Great Days Out' guests' services value added benefits programme, which was originally launched back in 2005 to further enhance their guests overall experience whilst staying at one of their 42 luxury properties around the UK.



'Great Days Out' provides hotel guests with the opportunity to enjoy over 350 tourist attractions on a '2 for 1' entrance basis (or equivalent offer) throughout the year. This year the programme is web based, making it easier for the customer to search and view all the activities on offer, alongside the hotels that they can stay at in order to redeem the offer.



The programme has been created with the aim to increase the length of the customer stay, along with providing the customer with a strong range of value added benefit.

The programme can be accessed by logging on to:

[www.macdonaldhotels.co.uk/greatdaysout](http://www.macdonaldhotels.co.uk/greatdaysout)



## 'Get into your own adventure' with Narnia – Prince Caspian

In time for the release of Narnia – Prince Caspian, Aztec were asked to provide a range of exciting offers to give customers the chance to 'Get into their own adventure'.

Aztec recruited over 300 sports, tourist and leisure activities across the UK that followed the theme of the film. These included archery, horse riding, paintballing, ice skating and discovery centres and offered the customer '2 for 1' savings on entrance.

The DVD was released in 430 Sainsbury's stores and featured a 'magical map' in-pack, which highlighted key venues and directed customers to the promotional micro site –

[www.narniadaysout.co.uk](http://www.narniadaysout.co.uk)

Customers could then enter their unique reference code, found on the map, in order to download a voucher for the activity of their choice.

The promotion was featured on over 50,000 packs and was on shelf for 4 weeks with all offers valid until 31st October 2009.

