

promotional...

newsletter



S P R I N G 11



Hula Hoops Britain's Got Talent Promotion

Hula Hoops have partnered with the nation's favourite variety show, Britain's Got Talent to build awareness of the £78m brand by launching an on-pack promotion from February to December 2011.

Running across the entire Hula Hoops range, the promotion will be supported by a strong marketing campaign to encourage consumers to take part, including TV advertising, digital marketing, as well as consumer interaction on Twitter and Facebook.

To take part in this exciting and high profile on-pack promotion, consumers are given the chance to try a free talent lesson by simply entering the last four barcode digits on the Hula Hoops website (www.hulahoops.com), there are a total of eight talent categories to choose from; Dance, Cheerleading, Performing Arts, Music, Singing, Football, Tae Kwon Do and Talent Skills.

Aztec Marketing were asked to recruit over 1,500 talent skills activities in order to appeal to the target market and fit with the programme's profile of promoting new skills and talents amongst adults and children alike within the UK.

In addition, consumers get the chance to win a '£10,000 ticket to stardom' by creating their own Hula Hoops themed video and uploading it to the website. Consumers will then be invited to vote for their favourite video, with the best winning the main prize. All voters will be entered into a prize draw to win tickets to see a Britain's Got Talent live show.

To see the full range of talent skills for the promotion, please visit:
<http://talent.hulahoops.com>





case studies

Blossom Hill

Taste the Sunshine
with the nation's favourite



Blossom Hill launched its biggest promotional activity to date "Taste the Sunshine" Promotion on 14th February 2011. The promotion will run for eight weeks and entitles consumers to £50 off their next holiday with every purchase of Blossom Hill Californian Red or Blossom Hill Californian White varieties.

The campaign will include outdoor and national press advertising, PR and in-store POS. For the first time, Blossom Hill will also be adding a digital platform to its marketing activity, with the introduction of a Blossom Hill Facebook page.

The on-pack promotion will be communicated to shoppers via neck collars. Aztec were asked to put together the promotion and working alongside their designated travel partner came up with a comprehensive range of tour operators for consumers to choose from. Once purchased, consumers simply choose their preferred holiday package from participating tour operators and book their holiday. Each consumer can collect up to four neck collars entitling them to a total of £200 off of their next holiday courtesy of Blossom Hill.

Joanne Morgan, brand manager Blossom Hill Communications, says: "Taste the Sunshine is Blossom Hill's most generous and compelling offer yet and is focused around adding value to the category."

TOTAL UK Summer Rewards Programme

TOTAL
Rewards

Following its success in 2010, Aztec have been retained by leading ISP agency, Arnold KLP to re-launch TOTAL Rewards – a rewards programme for TOTAL UK which recognises the importance of rewarding both customer loyalty and incentivising new customers to their forecourts.

The campaign was re-launched across their forecourt estate comprising of over 700 TOTAL petrol stations in March. The promotional mechanic is simple – spend £30.00, receive a voucher with URN and have access to thousands of great partner offers including 2 for 1 cinema tickets with Empire & Apollo, 2 for 1 hotel stays with Holiday Inn and Classic British Hotels, 2 for 1 meals at over 4,000 restaurants including Pizza Hut, the British Curry Club and 2 for 1 concert and sports tickets with viagogo. All offers can be redeemed via the dedicated promotional website www.total-rewards.co.uk. In addition to partner offers, the campaign is also supported by a monthly prize draw. Prizes to date include free tanks of fuel, a luxurious spa holiday to Crete and Garmin satellite navigation systems.

The promotion is supported by prominent bespoke forecourt POS, which rotates regularly to highlight key partner offers – make sure you look out for it next time you are filling up! Aztec is currently still recruiting new partners so should you or your clients be interested in proposing an offer please contact lorna@aztecmarketing.co.uk.

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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