



Consumer engagement solution

Scan & win campaigns

Digital campaign with physical prizes

Customer

Lácteos San Antonio (LSA) Ecuadorian dairy producer, owner of the Nutri brand

Challenge

To revive sales of Nutri white milk products in TBA 1000 square packages, which had slowed due to the recession caused by the pandemic.

Solution

A Scan & Win promotion that rewarded consumers with immediate prizes.

Results

8% engagement rate

Customer challenge

With a 20% market share, Nutri is the second biggest white milk brand in Ecuador. However, in 2021, the Ecuadorian economy was, like many others, suffering as a result of the pandemic and consumer spending was down. LSA's products in Tetra Fino Aseptic pouches were still selling well, but the dairy wanted to give products in Tetra Brik Aseptic 1000 square a boost. They were open to suggestions on how to achieve this.

Our solution

Tetra Pak's sales and marketing staff make a point of keeping customers up to date on the new technologies we can provide. So, it was only natural for Sofia Olivo, Ecuador Marketing Coordinator and Natalia Rodriguez, LSA's Key Account Manager, to present our consumer engagement solutions when the opportunity arose. The Ecuadorian dairy was excited by the idea of running a digital marketing campaign and keen to get started right away.

The solution they chose was a scan & win promotion that rewarded consumers with immediate prizes. People bought a Nutri product in a TBA 1000 square package, scanned the code and scratched the lucky clover (Nutri's recognisable visual symbol) to win. Altogether, 1.5 million packages containing whole, semi skimmed, skimmed and lactose free white milk were printed with QR codes for the campaign. The 5,000 prizes offered were mainly household electronic like food blenders, speakers, air fryers, microwaves or headphones.

Natalia attributes LSA's willingness to try this new kind of marketing activity to the long and fruitful business relationship our two companies have enjoyed since the mid '90s. "LSA has grown (and profitably) with us over the years and now has seven Tetra Pak processing and packaging lines," she says. "Thanks to this long and close collaboration, they trust our technology and our market knowledge and are generally quite open to new suggestions."

Results achieved

The campaign was successful in a number of different ways. First and foremost, LSA achieved its key objective of boosting consumer engagement. The average engagement rate over the two-month campaign was 8%.

Says Natalia, "The Nutri brand has always been highly appreciated by consumers in Ecuador; they just needed a little extra motivation to start purchasing again after the pandemic. Our scan and win campaign did the job."

The consumer journey designed by LSA and Tetra Pak showed a deep understanding of their target groups. "Consumers did indeed prove willing to travel the whole journey – all the way to stores to redeem their prizes – and they really loved the prizes," says Natalia. LSA's understanding of its target groups was further deepened by the exercise. For the first time, they could see real-time visualisations of who was interacting with their packages, when, and where they were at the time.

The campaign's success can also be partially attributed to the fact that consumers in Ecuador had become more 'digitalised' during the pandemic and were therefore more receptive to the idea of scanning QR codes. "It's nonetheless interesting," notes, Natalia "that people here still really appreciate physical prizes."

Objective

To create engagement using digital tools

Results

4,52% scan rate, **4817** prizes, **3081** winners

Campaign start and duration

Sept 20th - Nov 30th, 2021

Engagement rate

8%

Active users

93,000

Valid scans

67,782