



# Sprinting seasonal sales to a new high

During the build-up to the festive season, a leading beverage producer needed an intense sales drive in its channel of distribution. The brief was to drive 7 brands through 2 100 participating outlets and increase purchases by 8%.

## The challenge

The economy was in poor shape and low spend was detrimental to all industries. The program had to be user-friendly across all channel sizes; however, data for prospective participants was limited or non-existent, posing a major challenge to communication.

## Our involvement

- Achievement Awards Group undertook intensive research to select, from a pool of 12 000, the 2 100 best-in-category channel participants – those most likely to maximise program success.
- A spectacular, celebrity-studded launch was staged countrywide via a private DSTV channel, across 18 venues simultaneously.
- Call centre agents phoned 2 100 outlets to update contact details.
- Past sales were analysed to select the right mix of brands for best seasonal and regional sales.
- Individual sales targets were set across seven brands, based on historical sales data. An *AwardPoints*<sup>™</sup> (program reward currency) formula was calculated based on litres sold. For cohesive messaging, display material designs were aligned with the client's branding plans.
- Targeted consumer client-led promotions across six of the seven brands created additional consumer demand.
- A motivational in-store display competition was designed and implemented, with Soccer World Cup tickets as the prize.
- A total of 10 000 awards were delivered to various outlets over an eight-week period.
- The top prize, a Mercedes 200SLK, was awarded during a lucky draw at the top event, where six top achievers were hosted.

## Results

- The field force said the program was a resounding success in building relationships with clients.
- **10.7m** litre rise in targeted purchases.
- **95%+** of *AwardPoints*<sup>™</sup> were redeemed.
- **144** entries were received for the display competition.
- **73%** of respondents confirmed that the displays increased sales.

## Vital statistics

**Product category:**  
Channel Incentive  
Program



**Number of participants:**  
1 000 - 10 000

## The Science and Art of Business and People Performance

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 Sales & Channel Incentive Programs